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*Dedicated to **journalists** and **their lives**.*

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Executive Summary

Ambitiously result oriented organizations have endeavoured to keep their employees happy and stress-free. In the realm of Indian media organizations, however, the concepts of job stress, work-home conflict and other organizational barometers to test out the wellbeing of work place environment and employees have gone unnoticed so far. While the gigantic Media and Entertainment Industry in India continues to flourish, with steadfast market reports suggesting considerable growth in near future, the employees' concerns are overlooked. Particularly in a situation where media refrains from talking about media, there is a greater need to address issues of employees in media sector. **This study examines the impact of job stress on work-home conflict of fashion and lifestyle journalists in the Indian media industry** with an aim to bring forth issues related to media professionals, specifically the working journalists for whom juggling between work and family often becomes an arduous task. This research is based on response and perception of print and non-print (digital, television, radio) journalists both. This study includes print and non-print (digital, television, radio) journalists.

Handling work place issues can become a daunting and tricky task for leaders in any organizations. Past research indicates that lack of opportunities to participate in decisions can create strain in a person and affect the productivity adversely. Certain organizational role stress studies conducted in the Indian context reveal that high stress levels, resulting from employee intra-organizational and extra-organizational interactions, is a grave problem in reducing satisfaction and motivation level of employees. Unfortunately, despite exhaustive study of organizational issues in several industries and conducted in different states and countries, concerns of media newsrooms remain unresolved. Studies suggest that newspaper copy editors report a high level of emotional exhaustion and depersonalization than reporters. Nearly two fifths of Editors in media organizations also say they have a job-related health problem.

This study examines two parameters from a quantitative perspective, these are job stress and work-home conflict and the aim is to address work life concerns of journalists' in India. The research design was descriptive and causal in nature. Under purposive sampling, data collection was undertaken (with the help of two standard questionnaires as research instruments) and filled by 20 fashion and lifestyle journalists from each of the six Tier-I cities in India (Bengaluru, Chennai, Hyderabad, Kolkata, Mumbai and New Delhi, based on the Human Development Index, HDI). A sample of 120 journalists, from both print and non-print segments, of media

industry was considered for this study. Professionals involved in fashion and lifestyle news reporting, editing, production and selection of news as a full-time employee with any media organization were considered as participants (journalists).

Within the media organizations, fashion and lifestyle sections are among the relatively ignored segments or considered as a rather "rosy" or "soft news" segments. Quiet naturally, limited research is available on their concerns and work life even as the popularity and reach of entertainment news amongst the public is immense. The present study, therefore, goes a step ahead to evaluate the job stress in context of the Indian media organizations, particularly the fashion and lifestyle journalists.

Following are the key results obtained from this study:

1. Most participants of the study, the fashion and lifestyle journalists belonged to the age group of 36-45 years.
2. 79% of the respondents were females while 21% of the respondents were males.
3. 60% of fashion and lifestyle journalists studied in this work belonged to the print media category and the rest were from non-print segment.
4. Nearly 59%, i.e., 71 out of 120 journalists hailed from the English media, while 28% journalists belonged to bilingual media category. 13% fashion and lifestyle journalists were from vernacular media background and communication was largely in regional or local dialect.
5. 52% respondents (fashion and lifestyle journalists) were married, while 36% were single and 12% were separated or divorced.
6. 72% of respondents had a monthly individual income between Rs. 25,000-50,000. About 16% of them had a salary of Rs. 50,000 or above and 12% respondents had monthly salary less than Rs. 25,000. (data collected in the year 2018).
7. 38% of the respondents had a monthly family income between Rs. 50,000-75,000. About 34% of them had a family monthly income of above Rs. 75,000 and 25% respondents had monthly family income between Rs. 25,000-50,000.
8. 67% of the fashion and lifestyle journalists had an average 5-10 years of experience in the media industry. About 25% of the fashion and lifestyle

journalists have 11-20 years of media experience, while 8% journalists has less than five years of media experience.

9. Equal number of journalists from each city- Bengaluru, Chennai, Hyderabad, Kolkata, Mumbai and New Delhi - i.e. 20 in number participated in the study.
10. A majority of fashion and lifestyle journalists opined that they did not feel working in their organization gave less time to them for other activities- which implies they were satisfied with the "time that they got for other activities" (other than work).
11. Half of the respondents felt that their first commitment is towards the organization and most of their energy and time goes to the company.
12. More than half of these journalists felt that there is some kind of discomfort associated with their job.
13. A considerable number of fashion and lifestyle journalists opined that demands of work often interfere with their home, family or social life.
14. Nearly half of the respondents said that they sometimes felt their work had disadvantage for their family and social life.
15. (a) Findings related to work-home conflict of journalists' vis-à-vis age revealed that work-home conflict affects journalists in the age bracket of 26-35 years majorly.

    (b) Gender of journalists did not make any difference to the work-home conflict of these fashion and lifestyle journalists (non-significant values).

    (c) Type of Media (print or non-print) has no connection with work-home conflict of journalists.

    (d) Journalists who work in bilingual media (including both English and Vernacular modes) have high work-home conflict compared to their English or Vernacular counterparts.

    (e) Journalists who are separated or divorced have higher work-home conflict compared to their other counterparts who are single or married.

    (f) Research findings suggest that individual monthly income does not affect the work-home conflict of fashion and lifestyle journalists. Hence, the

contribution of individual monthly income in accelerating or retarding the work-home conflict of journalists can be ruled out.

(g) Family monthly income does not affect the work-home conflict of the fashion and lifestyle journalists. Therefore, the contribution of family monthly income in accelerating or retarding the work-home conflict of journalists can be ruled out.

(h) Similarly, the length of service in the media industry does not affect the work-home conflict of the fashion and lifestyle journalists. Therefore we rule out the contribution of duration spent in the media industry by a journalist in accelerating or retarding the work-home conflict.

16. (a) Findings related to job stress among fashion and lifestyle journalists revealed that journalists who are in the age bracket 36-45 years get affected by job-stress the most.

(b) Research data reveals that for male journalists this relationship of job-stress and gender is strongest. This means that job stress affects male journalists in the fashion and lifestyle segments much more than their female counterparts. This is a significant finding of the study.

(c) The type of media does not affect the job-stress of the fashion and lifestyle journalists.

(d) The language of media (English or Vernacular or both) does not affect the job-stress of the fashion and lifestyle journalists.

(e) Marital status of respondents does not affect the job-stress of the fashion and lifestyle journalists.

(f) Monthly income of journalists has impact on the job stress of journalists. For those with individual monthly income above Rs. 50,000 their job stress is more compared to their other counterparts who earn less.

(g) Family monthly income of respondents does not affect the job-stress of the fashion and lifestyle journalists.

(h) The impact of length of service in the media industry on the job stress of fashion and lifestyle journalists is certainly there.

17. An inversely proportional relationship between work-home conflict and job stress among journalist exists. This means that with the increase of work-home conflict of journalists, their job stress decreases significantly and vice-versa.
18. The result also shows that the fashion and lifestyle journalists do not carry their work pressure and tensions at home (from work).

Chapter 1

INTRODUCTION

1.1 Prologue

Work related stress has become omnipotent and omnipresent in modern times, leaving no profession untouched with its ramifications. Employees in all industries are rumpled by pressures of performance, speed, outcome, productivity, quality and effectiveness. Media as an industry and journalism as a profession is crammed and packed with deadlines. Ironically, these deadlines are not a monthly or yearly affair as in case of most other professions, but one day after another a journalist is expected to deliver with accuracy, speed and fairness **(Stovall, 2011)**. Job stress in the media industry is not an unheard phenomenon all over the globe. A US magazine, Careercast, rated 200 careers in the year 2015 and cited newspaper reporting as the seventh most stressful occupation in comparison to other occupations.

In the Indian context, media industry has been witnessing interesting turn of events in the recent decades, not just in terms of ownership of media organizations, but even the slant of political news (can be safely termed as 'the Modi effect'), news coverage and its impact on masses. By and large, a powerful and authoritative status is enjoyed by media professionals in India possibly due to the tremendous influence of news on public opinion.

With more power, responsibility and pressure on the media comes immense job stress, which has gone unmapped in the context of Indian media so far. Media is less vocal about its own problems and issues. The measurement and evaluation of job stress has been gauged and researched upon by human resource professionals in several organizations across different industries, media being an exception so far. Ambitiously result oriented organizations have always endeavored to keep

their employees happy and stress-free. In the realm of Indian media organizations, the concepts of job stress, work-home conflict and other organizational barometers to test out the wellbeing of work place and employees have gone unnoticed so far. While the gigantic media and entertainment industry in India continues to flourish with steadfast market reports suggesting considerable growth in near future, the employees' concerns are overlooked particularly in a situation where contractual employment has become a norm leaving little job security and more issues to address.

Handling work place pressure can become a daunting and tricky task for employees. Certain organizational role stress studies conducted in the Indian context reveal that high stress levels, resulting from employee intra-organizational and extra-organizational interactions, is a grave problem in reducing satisfaction and motivation level of employees. Studies also suggest that newspaper copy editors report a high level of emotional exhaustion and depersonalization than reporters. Nearly two fifths of editors also say they have a job-related health problem **(Chaturvedi, 2009).**

Organizations are so busy meeting their operational costs and safeguarding profitability, that wellbeing of employees becomes secondary. The cut throat competition in media makes it a question of survival and concerns like quality of work life of employees and their work place well-being takes a back seat. However, a general understanding is that the ambience provided at workplace can make all the difference and result in better productivity.

1.2 The World of Fashion Journalism- The Beginnings

In her book 'A History of Fashion Journalism', Kate Nelson Best gives an exceptional overview of fashion journalism. In her unprecedented work in this area, she opines that fashion and fashion

journalism cannot be seen as two separate identities. They have a symbiotic relationship implying that there is a close interaction between the two.

Fashion journalism is a tool to view the creative world of fashion. All related mediums like fashion magazines, newspapers with fashion supplements, women's magazines, Sunday supplements, fashion related television content, blogs, social media portals related to fashion and other online media; have all been the connecting bridges of fashion and fashion journalism. Roland Barthes in 'The Fashion System' has mentioned a similar connection. He had explored the magazines of 1950s and gave interesting points of discussion for fashion journalism. Barthes suggested that 'it is fashion journalism that created the concept of fashion.'

Fashion Journalism however is not just writing about fashion. **Bourdieu (2010)** says that 'it holds the mirror to the broader culture, acting as a hinge between fashion industry and public consciousness. Not merely highlighting fashion updates and fashion culture, fashion journalism has also been the frontrunner of enabling developments of marketing, image making and publishing reach the right audience.

Fortunately, for many researchers and teachers, fashion journalism is now being recognised as a discipline and leading universities in the world are offering programs specific to fashion journalism.

According to **McCracken (1986)** fashion journalists are gatekeepers who often identify and anticipate dramatic shifts in the broader culture.

Many critics opined that writing about fashion 'lacked integrity'. By many others lifestyle or fashion journalism was never taken or viewed as a serious career option. However, in the modern day scenario fashion journalists are no longer 'PR poodles' and 'cheerleaders' as **Friedman (2014)** pointed out. The job of fashion journalists is to encourage readers to buy

merchandise and keep themselves and others in business- this was the yesteryears concept about fashion journalism. **Best (2017)** argues that if fashion journalism was not so significant then why would Hitler supress the French Fashion Press during the World War-II?

Unlike many past predictions on fashion being "dead", it never happened so. In September 1968 for instance, the British magazine Nova announced 'Fashion is Dead', but in commercial and cultural terms, it continues to thrive!

The understanding of fashion journalism is a relatively new concept, but job stress and stress in industries other than media is not new. It has been observed and studied from some time now. This study therefore is an interesting amalgamation of "the known and the yet to be known" phenomena.

1.3 Job Stress- An Overview

There has been an enormous change in organisations owing to rapid technological developments, change in the medium of communication and for several other reasons. In the media industry, the transition of medium- from print to digital- has not come without its share of toll in terms of job stress and change in work atmosphere. The repercussions are yet to be measured for this industry. Several journalists, designers and sub-editors in the print media business, who were otherwise doing their routine chores of accumulating news, editing it and designing pages are not being 'compelled' to don wider roles and spread their ambit of work to digital uploading of news, creating and editing video recordings of events and happenings (even as they do not belong to the broadcast media category).

There are several other issues that mount up the job stress and job pressure. As newspapers shifted to the 'contract system' in the last two to three decades in India, the journalists have been in a fix. On one hand there is no 'job security' owing to the contract system, on the other hand

managements do not welcome the full-timers on the wage board scale (as notified by the Government of India for journalists).

Going back to the theory of job stress, researchers **(Glowinkowski & Cooper, 1987)** had identified six major sources of managerial stress. These include (i) Stress in the job itself (ii) Role based stress (iii) Relationship with subordinates, colleagues and superiors (iv) Career Development Factors (v) Organizational structure and climate (vi) The work: family interface. The last one pertains to the work-demands and the family or social demands.

There are certain other factors like intrinsic job stress factors which also matter. These are the stress factors from the job itself.

Excessive travel, deadlines and the pressure of mistakes have also been potential sources of stress **(Cooper, 1982).**

There is other categorisation of role conflict- one of which includes conflict between different role sets. These may also be pertaining to the role that an individual plays at home and work. This study primarily aimed at finding out how much job stress a journalists carried from his or her workplace to his or her home.

Kahn et al. (1974) found that men suffering role conflict had lower job satisfaction and higher job tension. There are certain extra-organisational sources of stress too and several researchers have done work in this area in the past few decades.

Managerial scientists have divided the extra-organisational sources of stress under two major categories- (i) the relationship between work and family life and (ii) stress life events.

A major contribution in the study of occupational or job stress was of a group of researchers who conducted non-experimental studies. These American researchers **(Kahn, Wolfe, Quinn, Snoek**

& Rosenthal, 1964) suggested that one-third of employees in their national sample were experiencing some occupational stress.

There are four approaches to job stress, as explained by researchers in the field. These are (i) Medical (ii) Clinical or Counselling Psychology (iii) Engineering Psychology and (iv) Organisational Psychology.

For the purpose of this study, the organizational perspective of the job stress was assumed. One of the most significant works in the history of job stress research was done in the years 1983. Researchers **Parker and Decotiis** developed a measure for job stress in **1983**. They used two dimensions- one based on (i) Time stress and other based on (ii) Anxiety.

They opined that "Job stress is conceived of as a first-level outcome of the organization and job, it is a feeling of discomfort distinct from second-level outcomes or consequences of job stress". The second-level outcomes "may include varying levels of satisfaction, organizational commitment, motivation, and performance". The two researchers collected data from 367 managers of a large restaurant chain and analyzed this data.

The result found that the two dimensions were significantly related with the five organizational stressors mentioned in the model but not all of the independent variables within the categories were significantly related to job stress. The specific stressors associated with each dimension of job stress proved to be substantially different.

This scale developed by Parker and Decotiis is the basis of the current study on fashion journalists and their job stress in Indian context.

1.4 Work-Home Conflict

One of the standard definitions of work-home conflict is- "Work-home conflict is a form of inter-role conflict in which work pressures from work and home domains are incompatible in

some respects". A significance scale developed by **Bacharach & Bamberger (1992)** measures the degree to which a job disrupts and affects a person's life at home. These researchers opined that because role stress is generated by certain characteristics of a person's environment, coping with role stress is likely to be directed towards those environment characteristics.

The researchers also found that the relation between role conflict and role stress is moderated by the strain existing within a person's social network. They further explained that this strain is produced by two factors, the perceived power of the role sender and the importance of the sender's expectations to the focal person. The relation between role stress and role distress (felt emotional discomfort) is moderated by several personality characteristics and the relation between role distress and coping (actual behaviour aimed at reducing distress) is moderated by several by both individual-level and situational-level factors. The relation between coping and stain can be reciprocal. The need for longitudinal, reciprocal studies of stress, distress, and coping, and for occupationally, and even organizationally, specific models of stress, is also emphasized.

Since fashion journalism is a newly studied discipline and work-home conflict is yet to be studied in the context of Indian journalism, therefore this study is challenging and a novel attempt. The pressure from work to home in case of journalists surely comprises of deadlines and pressure of journalism as a discipline. But the extent to which it affects Indian fashion journalists is discussed in the subsequent chapters.

1.5 Rationale of the Study

Work environment and ethics in media organizations are becoming increasingly significant. With the emergence of gigantic public relations and media management systems, with news and views getting managed too, the quality of work life in newsroom assumes more significance to check

menace of corruption and dishonest reporting. The overall well-being of employees in media organizations has been ignored for decades in India. Research and policy formulation from employee's perspective has been almost non-existent. The rationale of this study is to monitor the well-being of employees, particularly from the perspective of job stress, the nature of pressure that their organizational role brings along, the effect it has on their work and family life and any conflicting situation that their role brings in work as well home duties. A congenial work environment and favourable conditions to work is likely to ensure overall high productivity in every sphere of the employee's life. Therefore, it is thought prudent to study the job stress among media professionals in India and the impact on their work-home conflict.

1.6 Significance of the Study

How stressed are the Indian media professionals? -This is a phenomenally significant and powerful question and equally commanding is the relation between Job Stress and Work-Home Conflict. From the hierarchical level of an editor at the top to a correspondent working at a grass-root level, none in the media industry is untouched by the high pressure and deadlines, a characteristic embedded in the nature of the journalism as a profession. This study assumes a special significance since it is a pan India research aiming to provide a holistic picture of concerns employees in the media organizations. The fashion and lifestyle segment in each newspaper, magazine and broadcast channels is a specially allocated and dedicated beat. Media professionals in this beat (fashion and lifestyle) have different pressures, assignments and deadlines compared to their counterparts in other beats. Job stress however prevails and affects as in case of every other profession and industry. The study also assumes significance since organizational problems of media professionals in India have not been discussed and researched

upon at length till date. The proposed study also opens up avenues to study organizational barometers, organizational climate and well-being of media professionals and media organizations in general. The study shall provide a bird's eye view to the holistic situation of work life of media professionals and shall facilitate remedial measures and aid in policy formulation to ensure well-being of media professionals.

Professionals in most industries experience difficulty to juggle work and family responsibilities, while some employees are single parents others are a part of dual-income families with little time for home and family. Therefore, several companies are now instituting work and family programs as a part of their total integrated employee benefit system to enable their employees to cope with these problems **(Morrison, 1990).**

Chapter 2

REVIEW OF LITERATURE

& CONCEPTUAL FRAMEWORK

2.1 Studies Related to Job Stress

Morns & Snyder (1980) studied on 262 public sector employees, found that the need for achievement and need for autonomy failed to provide convincing evidence of pervasive linear moderating effects between role stress variables: role conflict and role ambiguity and the outcomes organisational commitment, job involvement, psychosomatic complaints and propensity to leave the organisation.

Hargopal (1980) obtained data from 100 supervisors working in a public sector undertaking and investigated the personality factor-ego strength and dominance vs. submissiveness as moderators of the relationship between role stress variables and company satisfaction and job involvement. The results suggested that high ego strength subjects reported less of role conflict than low ego strength subjects.

Sen (1981) investigated the background variables in relation to role stress were age, sex, education, income, family type, marital status, residence, distance from residence to place of work, distance from place of domicile to place of work, entry and previous job experience. Some of the conclusions drawn were that role stagnation decreases as people advance in age, age is negatively related with role stress. Women experience more role stress as compared to men. Role stress is inversely more role stress as compared to men. Role stress is inversely related to

income, the higher the income, the less is the level of reported role stress. Unmarried persons experience more stress than married persons. This may be due to their comparative lack of security need. Resulting in higher self-esteem, autonomy and self-actualization needs, and persons from urban background made experience more stress.

A milestone study on job stress by **Parker & Decotiis (1983)** revolves around organizational and job-related stress in particular. Job stress, according to Parker and Decotiis, is an outcome of organizations and the job and is understood as a feeling of discomfort. Job stress is conceived of as a first-level outcome of the organization and job, it is a feeling of discomfort distinct from second-level outcomes or consequences of job stress. The second-level outcomes may include varying levels of satisfaction, organizational commitment, motivation, and performance. Data was collected from 367 managers of a large restaurant chain and factor analysis conducted. Two distinct characteristics of job stress were identified- time stress and anxiety. The two dimensions were significantly related with the five organizational stressors mentioned in the model but not all of the independent variables within the categories were significantly related to job stress. The specific stressors associated with each dimension of job stress proved to be substantially different.

Srivastava (1984) obtained data from 120 male Indian managers (age 35-51 years) on ego strength, job involvement, and occupational stress. Subjects with high ego strength experienced mild stress arising from role conflict relative to that experienced by subjects with low or moderate ego strength. Similarly subjects with higher job involvement also experienced lower stress than those with low or moderate job involvement. The results indicated that ego strength and job involvement interacted to moderate the effects of stress.

Singh (1986) explained the structure and dynamics of stress among executive of public and private sector organization. Some of the results of his study revealed that higher level executives experienced less stress and strain, utilized better coping strategies and enjoyed more positive outcomes. Also executives of public sector organizations experienced less effective coping strategies and rated themselves as less effective than their counterparts from the private sector. The results also revealed than six dimensions of stress, namely, lack of group cohesiveness, feeling of inequity, lack of supervisory support, role ambiguity, job requirement capability mismatch and inadequacy of role authority had a negative linear relationship while role conflict and role ambiguity had an inverted u-shaped relationship with performance.

Sharma & Sharma (1989) investigated a comparative analysis of the nature and magnitude of the relation of ten organizational role stresses with general and job anxiety in bureaucrats and technocrats. The term "stress" is enshrouded by a thick veil of conceptual confusion and divergence of opinion. The respondents in this study were randomly selected and comprised of the following occupational groups: A) 50 class II gazetted male officers who worked in the State Government Secretariat. Their age ranged between 42 and 56 years, and all of them were at least graduates. B) 50 class II gazetted male assistant engineers who worked in various divisions of the State Public Works Department. Their age ranged between 36 and 54 years, and all of them had either degree or diploma in civil engineering. All the measures were administered individually to the respondents under standard instructions in the following sequence: ORS, STAI, and JAS. Standard scoring procedure were followed for obtaining scores on ten organizational role stresses and total role stress (TRS), job and general anxiety. All the raw scores were converted into normalized T-scores. Therefore the relationships of organizational role stresses with job as well as general anxiety were tested for their curvillinearity by

calculating the Eta coefficients in respect of both the occupational groups. Since, the relationships were found to be linear, Pearson product moment, correlation coefficients were computed. For both bureaucrats and technocrats greater role ambiguity and self-role distance were associated with higher general and job anxiety. Another finding which emerged the greater role stagnation, role expectation conflict, role isolation, and resource inadequacy, were associated with higher job anxiety in bureaucrats, and with higher general as well as job anxiety in technocrats.

Chaudhary (1990) examined the relationship between role stress and job satisfaction among bank officers. The main findings of the study were as follows: 1) Role erosion and resource inadequacy were experienced as dominant whereas role ambiguity and role expectation conflict as remote contributors of role stress among bank officers, 2) No significant differences were observed between the two age groups on role stress dimensions, and 3) The overall indices of role stress and job satisfaction were found to be negatively correlated in higher as well as lower age groups of bank officers.

(Smith, 1990) conducted a study on practising accountants in Australia. Questionnaire, which was based on concept of personality typology by Jung (1923), the Myers Briggs Type Indicator (Myers-Briggs, 1963) and the Job-Related Tension Index (Kahn et. al., 1964) was sent to 700 accountants. Data from 296 respondents was analysed to find whether significant differences existed in reported job-related stress according to respondent job status or job specialization. No significant differences were measured. The results indicated that the judging, thinking, and sensing variables (which were the three personality variables) contained a statistically significant amount of discriminatory power implying that increase in judging personality resulted in

decrease of job-related. The study concluded that personality is one source of explaining the differences in accountants' perception about their job-related stress.

Srilatha (1991) investigated that job satisfaction is a general attitude which is the result of many specific attitudes in three areas, namely: 1) specific job factors, 2) individual characteristics, and 3) group relationships outside the job. Job factors refer to wages, supervision, steadiness of employment, conditions of work, advancement opportunity, recognition of ability, fair evolution of work, social relations on the job, prompt settlement of grievances, fair treatment by employer, etc. Individual characteristics refer to age, health, temperament, desires and levels of aspiration. Group relationships outside the job are his family relationships, social status, recreational outlets, and activity in organisations-labour political or purely social. Job satisfaction plays an important role in terms of its relationship with role conflict. Unless an individual feels satisfied with his job intrinsically and extrinsically, he might experience stress in his role. Intrinsic aspect of work refers to the satisfaction and enjoyment a man feels from performing his job well. That is, the degree to which a worker takes an active interest in co-workers and company functions and desires to contribute to job-related decisions. Extrinsic aspect of the job means the value of the job and social status associated with it. It has been found that the higher the role conflict, the lower the job satisfaction.

Bacharach & Bamberger (1992) studied the research on role conflict and coping is investigated with more traditional lines of stress research. It is argued that, because role stress is generated by certain characteristics of a person's environment, coping with role stress is likely to be directed towards those environment characteristics. The literatures on stress, role conflict, and coping are reviewed. The following conclusions are theorized: 1) The relation between role conflict and role stress is moderated by the strain existing within a person's social network; 2) this strain is

produced by two factors, the perceived power of the role sender and the importance of the sender's expectations to the focal person; 3) the relation between role stress and role distress (felt emotional discomfort) is moderated by several personality characteristics; 4) the relation between role distress and coping (actual behaviour aimed at reducing distress) is moderated by several by both individual-level and situational-level factors; 5) the relation between coping and stain can be reciprocal. The need for longitudinal, reciprocal studies of stress, distress, and coping, and for occupationally, and even organizationally, specific models of stress, is also emphasized.

Singh & Singh (1992) investigated occupational stress is a key problem before organizational leadership, in the article researcher tried to explore the relationship between occupational stress and leadership behaviour of organizational managers and researcher found that most of behavioural researchers are behaved that reason of occupational stress may be different-different but there is most important reason may in its leadership behaviour. The findings reflect the leadership styles exhibited by the managers in organisations. It appears that the leadership style of the managers vary depending upon various factors like the situation, need of the subordinates personal attributes etc. few studies were available highlighting the impact of leadership style of superior on the level of stress of the subordinates. Though different studies on the variables of occupational stress among executives indicate that role overload, role ambiguity, role conflict, under participation, trust, intrinsic impoverishment significantly contribute to stress.

Klonoff-Cohen, Cross & Pieper (1996) conducted a study on job stress and preeclampsia (a condition in pregnancy with high blood pressure). The participants included 225 pregnant women out of which 130 worked during pregnancy. The statistical analysis revealed that women with high-strain jobs during pregnancy had an increased risk for preeclampsia compared to

nonworking women. This health disorder was associated with women in high-stress positions compared to all working women. The researchers found that women in low-stress positions were also more likely to develop preeclampsia compared to completely non-working women. The study was based on the model proposed by Karasek7 stating that job stress results from a combination of psychological demand (psychological stress from the worker's number and type of assignments) and decision-making ability (worker's potential control). According to this model, the key source of work-related stress lies within work and not individual worker.

Thompson et al. (1996) studied the relationship between social work and stress is a complex one which remains relatively under-explored. This paper examines issues arising from a comparative study of stress in three local authority social services departments. The main focus is on the human resource management issues underpinning the experience of social work staff. In particular, the role of organizational culture is explored and the notion of a "culture of stress" is introduced. This is a key aspect of the theoretical account presented. It offers an explanation of the identified differences amongst the three authorities studied in terms of the subjective experience of common stresses. This paper concludes with a discussion of the major implications for social work agencies in which such an organizational culture has developed.

Harris, Saltstone & Fraboni (1999) evaluated job stress questionnaire with a sample of entrepreneurs, comprising 169 male and 56 females. It was found that the participants went through higher levels of stress associated with their workload than with role ambiguity and underutilization of skills. The researchers used a modified version of Caplan's Job Stress Questionnaire (JSQ) and also found that entrepreneurs scored significantly higher than white collar, blue collar and professional groups on workload scale, while significantly lower on scales measuring role ambiguity and underutilization of skills. The researches proposed that these

results may be because of the very nature of entrepreneurial activity which comprises heavy workloads, long hours and a self-established role in the organization.

These results may be due to the nature of entrepreneurial activity, which is often characterized by heavy workloads, long hours, and a self-established role in the organization. Additionally, the factorial composition of the JSQ and its internal consistency was examined. Evidence of convergent and discriminant validity at the item and subscale level confirmed priority dimensions of the JSQ, although the internal consistency of the scales were low to moderate.

Singh & Tripathi (2003) investigated from a lot research which has been carried out over the years, in the area of work place stress and it has been emphatically proven that intense or prolonged stress leads to a negative impact on one's mental and physical well-being. Even though a fair degree of stress may be felt in all occupations, some work places have been known to experience more stress compared to others. Life insurance sector is one of the sectors were the employee's monetary benefits are based on their sales targets although reasonable salary is given to them which is fixed and not based on target achievements. It is a normal tendency; people avoid life insurance and prefer to invest their money where high returns are expected. Keeping this philosophy in mind, it is a challenge for the sales team to convince the prospects and sell them insurance products. This research paper is an attempt to find out the degree of stress between the employees of LIC and the employees of HDFC Standard Life Insurance Company and suggest stress management strategies which helps in enhancing the performance of the employee.

Shah (2003) recognized the "Human relations Approach" in the management of organisations, the discomforts and dishonours associated with work are apparently missing today but the intangible vulnerability and hazards in the shape of stress, strain and anxiety are still ingrained in

it. This intrinsic and hidden susceptibility, which is more precarious and has been covertly taking the toll on working people, is fallout of the worker and work environment misfit. Consequently, job stress has been a fascinating field of research during the recent year. However, the studies have mostly focused on its few dimensions only thereby ignoring the other equally potent constructs. This study has been undertaken to provide an adequate explanation of stress; its nature, dimensions, causes, manifestations and coping up strategies. This study, conducted in the banking industry in Kashmir, reveals that most of the employees experience medium to high level of stress at work. Role stagnation, inadequacy of role authority and role erosion is comparatively high rated dimensions of job stress. The study further reveals that employees belonging to the clerical cadre relatively experience more stress on most of the dimensions. The available literature on the subject has been critically reviewed and various measures to effectively manage stress experience at the job have been suggested.

Srivastava (2006) studied the locus of control as a moderator for relationship between organisational role stress and managerial effectiveness. The sample comprised 200 managers from private sector organizations including banks, BPO's and IT sector firms. The hierarchical multiple regression analysis was used to analyse the data. It was found that organisational role stress was negatively related to managerial effectiveness and internal local of control moderated organisational role stress and managerial effectiveness relationship.

Srivastav (2006) discussed that coping with stress in organisational roles in which stress is caused by internal or external demands that upset the balance of an individual and affect his/her physical and psychological wellbeing. Stress is due to occupation of a role which is known as role stress. Coping means dealing with a potential stressor or the resulting stressful situation to eliminate reduce or minimize their harmful consequences. Coping is a complex process having

three main components as follows: 1) Biological component, 2) Cognitive component and 3) Learned component. Strategy adopted for coping with stress is known as coping strategy. Coping strategies can be classified as follow: 1) Problem-Focused Coping Strategies, 2) Emotion-Focused Coping Strategies, 3) Functional Coping Strategies, 4) Dysfunctional Coping Strategies, 5) Proactive Coping Strategies and 6) Reactive Coping Strategies. Assessment of coping strategy was earlier based on personality tests. Coping strategy assessment based on observation of individual behaviour in stressful situations is comparatively new. An instrument for measurement of coping strategy, called Ways of Coping, based on the new approach. They included 68 items in their instrument. Respondents were required to indicate against each item, whether they used it or not in their stressful encounters. Stress disturbs the balance and coping restores the same. Stress disorganises the behaviour and coping reorganises it. Measurement of coping strategies in the organisation using role PICS instrument can be very useful for the individual and his organisation. Identification of Dominant and Backup coping strategy at the individual and organisational level can provide important insights. A judicious mix of Self effort, External effort and Team effort is ideally suited for handling problems in the organisation. On the other hand, excessive use of any one of them, however, may become dysfunctional as proposed hereunder.

Liu et al. (2007) studied contrasted employees' job stress perceptions and their relations to strains in Chain and the United States by using quantitative and qualitative methods. Significant job stressor-strain correlations were found in both countries. However, hierarchical regression analyses revealed significant interactions of country by job stressors in predicting job strains, indicating the unique patterns of stressor-strain relationships in China and the United States. In the qualitative analyses, American employees reported significantly more incidents of lack of job

control, direct interpersonal conflict, and lack of team coordination, anger, frustration, feeling overwhelmed, and stomach problems than the Chinese. Chinese employees reported significantly more incidents of job evaluations, work mistakes, indirect conflict, employment conditions, lack of training, anxiety, helplessness, sleep problems, and feeling hot than the Americans. The qualitative approach contributed above and beyond the quantitative results in that it revealed culture-specific job stressors of job evaluations, work mistakes, and indirect conflict that had been overlooked in western-based stress research.

In the Indian context, a study of banking organizations in India by **Shah (2008)** concluded that most employees experience medium to high intensity of stress at work. The total sample size was 125 employees working with banks in Kashmir and stratified sampling technique was adopted. 72 percent employees faced medium degree stress. The employees are moderately stressed due to lack of group cohesiveness, supervisory support and role conflict. The results indicated that inter-group and superior-subordinate relationship at work was not so unpleasant and incompatibility was not the reason for employee suffering. Role stagnation, inadequacy of role authority and role erosion were found to be high rated dimensions on overall job stress parameter. The findings also revealed that employees from clerical cadre experienced more stress on most dimensions compared to other employees in these banks.

Dale & Fox (2008) investigated the leadership style and organizational commitment: Mediating effect of role stress. Commitment to an organization involves three attitudes: 1) a sense of identification with the organization's goals, 2) a feeling of involvement in organizational duties, and 3) a feeling of loyalty to the organization. The main purpose of this study is to investigate the direct effects that two influential leadership styles have an organisational commitment. More importantly, because less attention has been given to possible mediators of the leadership style –

organisational commitment relationship in the past, the present study will also examine whether or not role stress acts as a mediator. This study sampled all full-time employees of a large manufacturing corporation located in the Midwest. Of the 204 subjects that received questionnaires, 147 completed and returned unable surveys to the researcher, resulting in a response rate of 72%. In order to ensure an appropriate level of statistical power for the study, the required sample size was determined using Cohen's power analysis procedure. The estimated sample size for the study was 144 subjects. Therefore, the sample of 147 should be satisfactory. The age of respondents in the sample ranged from 21 and 59 years of age with the average age being approximately 36 years. 80% of the respondents were female and 20% were male, with 98% of the respondents selecting Caucasian as their ethnic category. 97% of the respondents had at least a high school degree, with 39% of that amount having a Bachelor's degree or greater. Upon approval from the Human Resources director, all full-time employees were administered a survey questionnaire containing measures of demographics, organizational commitment, role stress, leader consideration and leader initiating structure. The survey, along with a letter of support from the President of the firm, was distributed to employees through inter-office mail. Before analysing the data, the reliability of the scales was assessed by computing Cronbach alpha coefficients. In conclusion, the findings suggest that organizations may benefit from employing interventions aimed at reducing perceived role stress and developing interpersonal factors, Leader behaviour may be key developing intrinsic reward systems that focus on personal importance and integrate the individual and organizational goals, thus leading to organizational commitment.

Sen (2008) examined the relationship between job stress amongst teachers and managers. Based on survey of the literature and an examination of some the existing measures on stress, a 20 item

questionnaire were developed for measuring stress. This was presented to nine senior faculty members and they were asked if the statements measured job stress on the face. All 20 items were presented to the respondents and they were asked to indicate their agreement or disagreement to these statements on a six point scale. The sample consisted of 31 teachers teaching in primary and secondary schools in the NCR region. On the other hand, 34 managers working in service sector filled out the above mentioned questionnaire. This study was conducted to examine the relationship between job satisfaction and job stress among managers and teachers. As detailed earlier, both managers and teachers have to deal with a number of people and their success on the job, to a large extent, depends on how others do their own work. While there are some similarities between managers' and teachers' jobs in the sense that both managers and teachers need to plan, direct, supervise and guide their subordinates and students respectively, there are quite a few dissimilarities too. Students come to teachers at a very impressionable age and teachers are able to mould them easily. It is possible that teachers will find it simpler to train the young minds while managers have to work with adults who have already formed their perceptions and biases. It is possible that managerial jobs are more competitive than teaching jobs.

Tam (2010) conducted a study to evaluate impact of job stress on job satisfaction among virtual workers in information technology sector. A quantitative non-experimental research methodology was developed and a survey conducted among IT workers. The findings of the study indicated that cognitive demands were the key factor causing job stress among virtual IT workers. The findings also revealed that there is no different level of job stress among virtual IT workers across the number of years of virtual work. The most significant influence on job

satisfaction was the skill of underutilization, excessive workload and/or variance workload and role ambiguity.

Vucetic et al. (2010) focused on the causes of job stress and the relationship between job stress and the job relationship between job stress and job satisfaction among virtual workers in information technology (IT). The study also identifies the different levels of job stress based upon the conflict at work, role ambiguity/conflict, job control, excessive workload, performance pressure, cognitive demands, non-work activities, social support, skill underutilization, and job satisfaction across the number of years of virtual work. The findings of this study revealed that the cognitive demands were the most significant cause of job stress among virtual IT workers. The findings also revealed that there was no different level of job stress among virtual IT workers across the number of years of virtual work. And the final findings revealed that the most significant influences on predicting job satisfaction were the skill underutilization, excessive workload and/or variance workload, and role ambiguity. The results of this study have provided the basic information to help both organizations and virtual workers to raise awareness and understand the relationships between job satisfaction and job pressures among virtual IT workers.

Anand (2011) widely studied the workplace stress in various occupational environments. However, the published studies exploring military environment are rare. In air and ground, military aircrew perform a wide variety of roles each requiring a different set of skills, demands of workplace and nature of job add to the stress levels. role stresses are known to influence the experience of burnout. Burnout manifests itself in individuals as a general loss of feeling, concern, trust, interest, and well-being. This study also investigated the relationship between organizational role stress and job burnout among military aircrew. Using organizational role

stress inventory and Maslach burnout inventory, this study examined the relationship between the organizational role stress factors and burnout, and also investigated the predictors of role stress dimensions on burnout among aircrew. Subjects were 45 Indian Air Force officers and the study followed cross-sectional design and survey methodology. The results revealed that among organizational role stress, all ten dimensions were significantly related to depersonalizationand emotional exhaustion dimensions of burnout. Only inter-role distance and personal inadequacy dimension significantly predicted emotional exhaustion, while depersonalization was predicted by inter-role difference alone, none of the role stress dimensions were related to personal accomplishment dimension of burnout. Results have implications on the assigning of tasks and duties to aircrew for its impact on the overall improvement in the experience in burnout and productivity in terms of output. The contribution of the study is in advancing new concepts in the already existing framework of burnout, and thus, can assist aircrew and organization on how to control this problem.

Aghdasi et al. (2011) analysed direct and indirect effects of emotional intelligence on occupational stress, job satisfaction, and organizational commitment. On the basis of previous studies, one exogenous variable and three endogenous variables, i.e. occupational stress, job satisfaction, and organizational commitment were analysed through path analysis method. The participants were 234 employees in an Iranian organization. They were chosen through proportional stratified sampling. The results of the study indicate that emotional intelligence does not have any direct and indirect effects on occupational stress, job satisfaction, and organizational commitment. Moreover, occupational stress not only has a direct negative effect on job satisfaction, it also has an indirect negative effect on organizational commitment. Job satisfaction has a strong direct positive effect on organizational commitment. The mediatory role

of job satisfaction in the effect of occupational stress on organizational stress on organizational commitment is confirmed in this study.

Waddar & Aminabhavi (2012) analysed the emotional labour and organizational role stress in the aircraft industry. An emotional labour scale by Grandey, 2003 and organizational role stress scale Pareek, 1993 was administered on 90 aircraft employees. Statistics were analysed using one way ANOVA test and it was revealed that air traffic controllers are observed to have significantly higher organizational role stress compared to pilots and airhostesses. Airhostesses were observed to have significantly high emotional labour compared to pilots and air traffic controllers. The study proposed strategies, based on the findings, for aircraft authority management.

Waddar & Aminabhavi (2012) investigated the emotional labour and organizational role stress of pilots, airhostesses and sir traffic controllers. An emotional labour scale and an organizational role stress scale are administered on a sample of 90 aircraft employees. A one-way ANOVA test revealed that the three groups of aircraft employees differ significantly among each other in their emotional labour and organisational role stress. More specifically, air traffic controllers are observed to have significantly higher organizational role stress compared to pilots and airhostesses; whereas airhostesses are observed to have significantly high emotional labour compared to pilots and air traffic controllers. Further stepwise multiple regression analysis revealed the factors significantly contributed to emotional labour and organizational role stress of aircraft employees. Findings of the study are helpful for the aircraft management authorities to come out with different strategies to improvise the emotional labour and organizational role stress.

Arshadi & Damiri (2013) investigated the relationship of job stress along with turnover intention and job performance with moderating role of organization-based self-esteem (OBSE). Based on simple random sampling method, the study comprised data collection from 286 Iranian National Drilling Company (INDC) employees. Using Pearson correlation and moderated regression it was found that a negative relationship exists between job stress and job performance. A positive relationship was established between job stress and turnover intention. The study concluded that the organization-based self-esteem significantly moderated the relationship of job stress with turnover intention and job performance. Job stress is positively related to turnover intention (H2). This is in consonance with a study by Laybe, Hohensil & Singh (2014) who found a significant relationship between job stress and turnover intention. Morgan (2002) had already established that the stressors in the work environment influence the job satisfaction of employees which leads to intention to leave the job.

Sharma & Kaur (2013) studied the purpose to identify the difference in the perceptions of insurance employees according to their demographics profile such as age, income, length of service and hierarchical level. Structured schedules were used together data from 374 employees working in 19 companies of life insurance sector of Jalandhar city of Punjab based on census method. The effect of demographic factors on various dimensions of occupational stressors and health effects of stress was examined through ANOVA. Out of 374 insurance employees of all grades included in the study, 300 were male and 53% were below age 29 years. The respondents belonging to the age group of above 29 years experienced more stress than other age groups and the respondents who earned monthly income above 50,000 experienced more stress compared to others. Further, the respondents with more than 5 years length of service and higher hierarchical

level predicted high level of stress as compared to other groups. The study also highlights the practical implications based on the results.

Arshadi & Damiri (2013) investigated the relationship of job stress with turnover intension and job performance, considering the moderating role of organization-based self-esteem (OBSE). Data was collected from 286 employees of Iranian National Drilling Company (INDC), was selected by simple random sampling method. Person correlation and Moderated regression analysis through SPSS, version 19 was used for data analysis. Findings indicate the negative relationship between job stress and job performance and positive relationship between job stress and turnover intension. In addition, organization-based self-esteem (OBSE) significantly moderated the relationship of job stress with turnover intension and job performance.

Ghosh & Deepa (2013) studied the increasing problem of employees stress in today's organisation. Job stress means destructive physical and emotional response that arises when the necessity of a job do not match with the competencies, resources or need of the employee. A certain amount of job stress is necessary to be motivated for doing something remarkable. But excessive stress can interfere with one's productivity and affect one's physical and emotional health. Civil service is the executive branch of the government which is enshrined in Article 311 of the Indian Constitution. The civil servants are entrusted with the significant task of administering public offices which include implementation of different policies framed by the legislature. They play a vital role in full proof execution of the policies and programmes of the government. The civil servants, upon whom the development of the country or state depends, should be stimulating and enthusiastic in discharging their duties. They must also possess a sound physical and emotional health. Otherwise, their adjustment process to the family and to the rigorous day-to-day affairs of the administration will be disturbed. The goal of the present study

is to find out the level of stress among the civil servants of Tripura. This study also aims to examine the relationship between job stress and hostility of the civil servants. Further, this study also explores the impact of job stress on hostility and general health of the civil servants. This study also explores the impact of job stress on hostility and general health of the civil servants. This study involves 50 civil service officers. Only male respondents are included in this study. Job stress test, Hostility test and General Health Questionnaire are used to measure the job stress, hostility and health condition of the respondents. Simple random sampling technique has been used to collect data. The survey is conducted using structured face to face interviews. Results were analysed by using T-test and R-value. Results indicate that there exists high stress among 36% of the civil servants. 32% of the civil servants possess severe hostility attitude. The main stress factors reported by over half of the survey respondents are delayed promotional policy, work overload, low level of remuneration, communication gap among colleagues, and low level of autonomy, time pressure and demanding job. Significant relationship is found between job stress and hostility of the civil servants. Results further reveal that there is significant difference between high stress group and low stress group of civil servants on stress and general health. Therefore psychological intervention is urgently required to make them free from distress.

Sasmita & Prasanna (2014) studied that impact of organizational role stress on job satisfaction was investigated found that high stress levels resulted from employee intra-organizational and extra-organizational interactions and this was a serious problem in reducing satisfaction and motivation level. A descriptive research design was adopted and the sample comprised 50 registered staff nurses in Bhubaneswar. Statistics indicated that the correlation between organizational role stress and the level of job satisfaction was significant.

Ozbag et al. (2014) suggested the majority of the theoretical development and research on job performance has concentrated on the effects of perceived organizational support. Therefore, the present study differs from emerging body of research by investigating the relationships among perceived organizational impediments, role stress (role conflict and role ambiguity) and job performance. Analysis of the data was drawn from 195 managers revealed that both perceived organizational impediments and role stress have significant and negative association with job performance.

Chauhan (2014) studied highly dynamic and competitive organizational context stress is an inevitable phenomenon. Though stress is as old as work is, its origin can be traced in the literature to the 17^{th} century when it was identified with hardship, straits, adversity or affliction as meant by the Latin word: Stringere. Several frameworks have been developed for the measurement of role stress. The concept of role stress was identified by three role stressors i.e.: 1) role conflict, 2) role ambiguity, and 3) role overload. In this study Your Feelings About Your Role (YFAYR) scale was developed, which comprises 40 items to measure inter role distance, role stagnation, role ambiguity, role erosion, role overload, role isolation, role inadequacy and self-role distance. The YFAYR scale was improved through factor analysis, which led to splitting role ambiguity into a new version of role ambiguity and role expectation conflict; and role inadequacy into resource inadequacy and personal inadequacy. A comprehensive role stress measurement scale comprising 50 items for the measurement of ten role stressors was thus, realised. The new instrument was called the Organisational Role Stress (ORS) scale. The purpose of this conceptual analysis was to discuss how role stress can be used in entrepreneurship research. Based on the observations, a sufficient body of psychological and

sociological literature exists on outcomes to test casual models and pursue deductive research on entrepreneur role stress.

Mahakud & Bajaj (2014) studied an organisational role stress and burnout of employees has been conducted in various occupational sectors. Although several studies have been reported in field of medical, banking, corporate and health services, the most emergent field i.e. teaching sector especially in India is still neglected. It is observed that female teachers working in the private sectors are with more work burden compare to their male counter partners. In this context the present study was planned to find out organizational role stress and burnout among the government and private school teachers in Delhi city, India. This study was conducted with a sample of 100 teachers (50-government school teachers and 50-private school teachers). Along with the descriptive profile of the participants, the researcher used organizational role stress scale and Maslach burnout inventory. From the result it is found that there is a significant difference of organizational role stress and burnout between the Government and private school teachers. Also, the private teachers are more stressed compared to the government male teachers and their female counter partners.

Srivastava (2015) studied that getting the pulse of the present economic scenario, corporate are today increasingly realising the fact that their people, especially those at the managerial levels, are today increasingly realising the fact that their people, especially those at the managerial levels, are the only source of competitive advantage. This has resulted in a renewed focus on the HR strategies that can ensure retention, commitment, as well as reduction of stress and maximum effectiveness of managerial personnel. This is only possible when personnel working in organisations are contended, motivated in their respective work area. Managerial effectiveness is important for the survival and growth of organisations. Experts have, over the years, attempted to

describe the work of all managers by a set of common behaviour or roles. One's personality plays prominent role in determining his effectiveness or ineffectiveness in dealing with day to day stress prevailing in an organisation. It was found during the course of reviewing the literature that there is a paucity of survey research from the psychological point of view on private sector managers regarding their effectiveness. The present study was done on a sample of 2000 managers belonging to private sector organisations. The major objective of the study was to analyse moderating effects of Locus of Regression analysis was conducted to find the results. It was found that organisational role stress was negatively related to managerial effectiveness and internal locus of control moderated organisational role stress and managerial effectiveness relationship.

Gharib et al (2016) determined the levels of job stress among the academic staff at Dhofar University, to measure the job performance level, and to determine the impact of job stress factors on job performance. For this, 102 structured questionnaires were collected from academic staff. Obtained results from the research questionnaires were analysed by using multiple regression analysis, to find the impact of job stress on job performance. Results show that the level of academic staff of job stress was medium and sometimes low. In addition, the level, the level of job performance was somewhat high. Moreover, it was found that workload has a positive statistical effect on job performance. While role conflict has negative statistical effect on job performance. Finally, role ambiguity does not significantly effect on job performance.

Hoboubi et al (2016) suggested that job stress and job satisfaction are important factors affecting workforce productivity. This study was carried out to investigate the job stress, job satisfaction, and workforce productivity levels, to examine the effects of job stress and job satisfaction on workforce productivity, and to identify factors associated with productivity

decrement among employees of an Iranian petrochemical industry. In this study, 125 randomly selected employees of an Iranian petrochemical company participated. The data were collected using the demographic questionnaire, Osipow occupational stress questionnaire to investigate the level of job stress, Job Descriptive Index to examine job satisfaction, and Hersey and Goldsmith questionnaire to investigate productivity in the study population. The levels of employees' perceived job stress and job satisfaction were moderate-high and moderate, respectively. Also, their productivity was evaluated as moderate. Although the relationship between job stress and productivity indices was not statistically significant, the positive correlation between job satisfaction and productivity indices was statistically significant. The regression modeling demonstrated that productivity was significantly associated with shift schedule, the second and the third dimensions of job stress, and the second dimension of job satisfaction. Corrective measures are necessary to improve the shift work system. "Role insufficiency" and "role ambiguity" should be improved and supervisor support must be increased to reduce job stress and increase job satisfaction and productivity.

2.2 Studies Related to Stress in Media

Lewig & Dollard (2001) studied the public understanding of health issues is influenced by the social and political interests of those who gather the information and by the media which disseminates it. This has implications for lay people's beliefs about work stress and has potentially serious personal implications in terms of recognizing, reacting to, and reporting stress in the workplace. The somewhat ambiguous nature of work stress renders it vulnerable to political, social and economic manipulation. This study explores how the issue of work stress is represented in the Australian newsprint media. Fifty-one work-related articles from all major

Australian newspapers from 1 January 1997 to 31 December 1997 were selected if 'stresses' appeared in the headline. The articles were examined for dominant ideologies and themes. Attention was given to the language used to describe stress, the intended audience, and the voice represented in the articles. Results showed that work stress is represented in the media as an economically costly epidemic, as an outcome of unfavourable work conditions but with individual remedies, and as primarily situated within the public sector. The main voice represented in the media was that of the unions. The reproduction of work stress as a public sector phenomenon serves the interests of public sector unions, the newspapers, and the managers of private sector workers and is not consistent with available workers' compensation data.

Greenberg et al. (2003) investigated the occupational stressors amongst media personnel assigned to work on covering the Iraq War via interviews with 54 journalists from the BBC and Reuters, who worked in Iraq between February and April 2003. A range of stressors were identified that could be categorized into three main themes, control over the situation, support from management and grief from the death of colleagues. Journalists not embedded with military units were more likely to report negative physical and emotional health outcomes. The study concludes that hazardous work environments do not, by themselves, cause stress and poor job satisfaction. Rather, organizational factors, the imbalance between the ability to make decisions about how to carry out their job effectively and the perceived rewards of working in such environments appear to have a greater impact on work related stress.

Ibrahim & Glantz (2006) documented that the tobacco industry's litigation strategy to impede tobacco control media campaigns. Data were collected from news and reports, tobacco industry documents, and interviews with health advocates and media campaign staff. RJ Reynolds and

Lorillard attempted to halt California's Media Campaign alleging that the campaign polluted jury pools and violated First Amendment rights because they were compelled to pay for anti-industry ads. The American Legacy Foundation was accused of violating the Master settlement Agreement's vilification clause because its ads attacked the tobacco industry. The tobacco companies lost these legal challenges. The tobacco industry has expanded its efforts to oppose control media campaigns through litigation strategies. While litigation is a part of tobacco industry business, it imposes a financial burden and impediment to media campaigns' productivity. Tobacco control professionals need to anticipate these challenges and be prepared to defend against them.

Propper et al. (2011) studied the terrorist attacks of September 11, 2001, were traumatic for people living throughout the United States. It has been suggested that people living far from the attacks experienced increased stress because of their exposure to the terrorist events via the media, particularly via television. Following a traumatic or stressful event, individuals recorded their dreams both prior to and following the terrorist attacks of September 11, 2001. On September 12, these same individuals reported their activities and media exposure the previous day. Results revealed a) changes in dream features following the attacks and b) a strong relation between exposure to the events on television and changes in dreams features after the attacks. Because of the study's within-subjects design, the results provide evidence for a direct association between television viewing and subsequent increases in stress and trauma.

2.3 Studies Related to Work Home Conflict

Wright & Manera (1984) explained the relationship between job stress and education administrators. The researcher reported an outgrowth of assisting administrators to locate those

items which cause the most stress. The sample included two groups of education personnel. The largest group consisted of 48 school administrators from one medium-sized rural school district including superintendent, principals at all levels, supervisors, directors, and coordinators. The second group consisted of 22 public, private, and higher education teachers and administrators, state department of education personnel. And representatives from educational service centres. Only two people listed full-time teaching as their major responsibility, and both were at the higher education level. The workshops had a total sample of 70 participants. All 70 participants used the Q-sort to determine their high and low stressors. It may be noted that "making decisions about people you know" was ranked the number one stressor for the participants. Two of the stress items tied for second and third. They were "Evaluating Staff Members' Performance" and "Resolve Parent/School conflicts." The fourth-ranked stressor is a self-imposed item which may be common for all executives-"Gain Public Approval on Financial Support." When examined closely, it is apparent that the three stressors are closely related, as completing reports on time would certainly require the administrator to impose a high degree of self-discipline on him.

Steffy & Ashbaugh (1986) examined the structural relationship between dual-career planning, spouse support, problem-solving effectiveness, inter role conflict, martial satisfaction, and job stress among married female professionals. Dual-career planning and spouse support were found to be negatively associated with inter role conflict and positively associated with problem-solving effectiveness in the marriage. Inter role conflict was found to be positively associated with job stress and negatively associated with marital satisfaction. The data for this study were obtained from a large not-for-profit psychiatric hospital located in the northeast. All subjects were married, female, registered nurses with husbands who worked full time. The average age was 37. Men career seniority was 15 years and mean organization seniority was 6 years. Mean

salaries were higher in this hospital than any other within commuting distance. The average number of years married was 18 and over 75% of the subjects had at least one child. Questionnaires were administered to all the registered nurses in the hospital. Respondents had the choice of completing the questionnaire either at their work site or at home. Of the 248 questionnaires administered, 145 were returned. Of the 145 questionnaires, 118 were from married respondents and were in usable form. This study examined the magnitude and direction of relationships between dual-career planning, the support of one's spouse in career and work, the effectiveness of the working couple's problem solving, inter-role conflict, marital satisfaction, and job demand/load stress. The results of this study confirmed that marital behaviours influence inter-role conflict, which, in turn, influence marital outcomes and the work-related outcomes. This result supports the contention that there exists a causal relationship between family related variables and work related variables.

Brief & Atieh (1987) urged to examine job conditions which threaten worker's experienced quality of life. The relationship between measures of job-related strains and well-being is discussed. Past theorizing and research suggests that it is not safe to assume that job conditions which have an adverse impact on affective reactions to the job (a frequently used indicator of job strain) will also have a negative impact on overall subjective well-being. One set of job conditions which may be particularly relevant for well-being is identified and discussed, namely those conditions related to the economic instrumentality of work. Finally, some methodological suggestions for further research in the job stress area are offered.

Cooper et al. (1989) identified the sources of job stress associated with high levels of job dissatisfaction and negative mental wellbeing among general practitioners in England. Multivariate analysis of large database of general practitioners compiled from results of

confidential questionnaire survey. Data obtained on independent variables of job stress, demographic factors, and personality. Dependent variables were mental health, job satisfaction, alcohol consumption, and smocking. National sample of general practitioners studied by university dependent of organisational psychology. 1817 general practitioners selected at random by 20 family practitioner committees in England. Determination of the combination of independent variables that was predictive of mental health and job satisfaction. Women general practitioners both had job satisfaction and showed positive signs of mental wellbeing in contrast with other normative groups. Conversely, male doctors showed significantly higher anxiety scores than the norms, had less job satisfaction, and drunk more alcohol than their women counterparts. Multivariate analysis disclosed four job stressors that were predictive of high levels of job dissatisfaction and lack of mental wellbeing; these were demands of the job and patients' expectations, interference with family life, constant interruptions at work and home, and practice administration. There may be substantial benefit in providing a counselling service for general practitioners and other health care workers who suffer psychological pressure from their work.

Bacharach et al. (1991) compared a more traditional, unmediated model of work-based role stress and its consequences on job satisfaction and burnout to two models in which the role stress-affective work outcome relationship is mediated (partially and completely) by work-home conflict across two samples of public sector professionals: engineers and nurses. The findings indicate that a model in which role conflict and overload have both direct and indirect effects – via – home conflict – on job burnout and satisfaction ('Partial Mediation' model) achieves a better overall 'fit' than two alternative models. Furthermore, the findings suggest that while the two groups perceive many aspects of the work-home relationship differently, for both groups, work-based role conflict is an important antecedent of work-home conflict, and increased

burnout an important direct consequence of work-home conflict. Finally, on the basis of the findings the authors conclude that perspectives which view the work and non-work realms as independent must be reconsidered, and that the nature of the work-home relationship may, to a great extent, be contingent upon the way different occupational groups perceive their work situations.

Kawakami et al. (1992) studied the effects of perceived job stress on depressive symptoms in blue-collar workers of an electrical factory in Japan. This three-year prospective study on the effects of job stress on depressive symptoms over time was conducted among male blue-collar workers in an electrical factory in Japan. Data were collected at yearly intervals by means of postal questionnaires. Initially ten job stress variables, five major covariates, and depressive symptoms were measured. In the yearly examinations, depressive symptoms were measured for a total of 468 respondents. The results indicated that job un-suitability was a significant predicator of depressive symptoms in the second and third year, after control for the initial covariates and depressive symptoms. Lack of control over workplace and poor human relations at the workplace were significantly associated with depressive symptoms after and poor human relations at the workplace were significantly associated with depressive symptoms and poor human relations at the workplace were significantly associated with depressive symptoms after one and two years, respectively. Job unsuitability and poor human relations at the workplace seem to be risk factors for long-lasting depressive symptoms in Japanese blue-collar workers.

Zohar (1995) presented a new variable, role justice, pertaining to the perceived fairness of role sender's reaction when the focal individual is under conflict, ambiguity, overload, or restricted latitude. The effect of this variable on symptoms of strain was explored, with the expectation of findings either addictive or interactive efforts vis-à-vis the above four role stressors. Using

hierarchical multiple regression, the data supported the additive model which suggested that role injustice constitutes an additional source of stress. This study was conducted with a sample of hospital nurses, known to have significant levels of job stress. The results suggest that the role stress model ought to be expanded to include social appraisal constructs because of the social origin of the stressor variable it deals with.

Florida (1997) examined the employees' perceived job stress in a community-based AIDS service organization. This study also attempts to understand job stress by focusing on employees working in the AIDS service organization (ASO). ASO employees were selected because AIDS play a major role in the current fight against the Acquired Immune Deficiency Syndrome (AIDS) epidemic in the United States. To understand factors affecting job stress in the ASO, this study provides a review of the literature regarding job stress studies in general and job attitudes of ASOs in particular. To examine ASO employees' job stress, this study focused on employees in a community-based ASO, the Comprehensive AIDS Program (CAP) of Palm Beach County, Inc. CAP is the sole comprehensive, centralized coordination agency for AIDS/HIV case management services in Palm Beach Country, Florida. An anonymous questionnaire and a postage-paid envelop were distributed to all 37 employees. After on follow-up letter, a total of 31 usable questionnaires were returned making a returned rate of 84%. Further to test the correlations between job stress and the independent variables, this study conducted two multivariate regression analyses to examine the impact of personal and job factors on stress. The results of the regression analyses indicate that stress is significantly related to three job factors and unrelated to personal factors. Stress is negatively related to job security and positively related to work/family conflict and role ambiguity/conflict. The study showed that 1) These employees have relatively low levels of stress; 2) They are unhappy about government's role in

the fight against AIDS; and 3) Their stress is correlated not to personal factors but job-related factors such as job security, work/family conflict, and role ambiguity/conflict.

Mino et al. (1999) determined whether perceived job stress affects mental health in occupational settings. A 2 year cohort study was conducted. Initially, a survey including the general health questionnaire (GHQ) and a questionnaire about perceived job stress was carried out. Of 462 workers who initially showed a GHQ score which was successfully followed up for 2 years. The 2 year risks of developing mental ill health were assessed relative to perceived job stress. To control potential confounding factors, multiple logistic regression analyses were conducted. The overall 2 year risk for developing mental ill health was high at 57.7%. Workers who reported aspects of perceived job stress showed a greater 2 year risk than those without stress. Multiple logistic regressions analyses showed that some components of perceived job stress were associated with a higher 2 year risk, among which "not allowed to make mistakes" showed the largest adjusted odds ratio. "Poor relationship with superior" had a significant effect on mental health only in women, with an adjusted odds ratio of 3.79. Certain specific items of perceived job stress to be associated with mental ill health in workers. These could broadly be described as job strain, or job demand items. The type of job stress that predicts mental health may be dependent on the characteristics of the workplace investigated.

Jamal & Baba (2000) examined the relationship of job stress with burnout and its three dimensions (emotional exhaustion, lack of accomplishment and depersonalization), job satisfaction, organizational commitment and psychosomatic health problems. Data were collected by means of a structured questionnaire from Canadian managers and nurses. Person correlation and moderated multiple regression were used analyse the data. Job stress was significantly correlated with overall burnout and its three dimensions and job satisfaction in both

samples. In the nursing sample, job stress was also significantly correlated with psychosomatic health problems and organizational commitment. Moderated multiple regressions only marginally supported the role of gender as a moderator of stress-burnout relationship.

Parasuraman & Simmers (2001) examined the impact of work and family role characteristics on work-family conflict, and indicators of psychological well-being among self-employed and organizationally employed women and men. Results show that employment type and gender have independent main effects on several of the study variables. Self-employed persons enjoy greater autonomy and schedule flexibility at work, and report higher levels of job involvement and job satisfaction than organizational employees. The findings suggest that there are trade-offs between the costs and benefits of self-employment, and that business ownership is not a panacea for balancing work and family role responsibilities. Directions for future research are discussed.

Roberts & Levenson (2001) examined the job stress and physical exhaustion on the physiological and subjective components of emotional responding during marital interactions between 19 male police officers and their spouses. Couples completed 30-days stress diaries and participated in 4 weekly laboratory interaction sessions. During interactions on days of greater stress, both spouses were more physiologically aroused, husbands reported less positive and more negative emotion, and wives reported less emotion. On days of greater exhaustion, husbands were more physiologically aroused. All of these findings are indicators of heightened risk for poor marital outcomes and thus document an emotional mechanism by which job stress and exhaustion can negatively impact marriage.

Boles et al. (2001) identified the conflict between work and family responsibility and its effects on employees is an issue of increasing importance in both popular and academic publications. Recently, business week rated firms not on the basis of their economic standing, but on the basis

of how they dealt with issues involving the intersection of work and family-life domains. Like-wise, academic research has examined this issue in a variety of settings including education, accounting, and police work. This conflict has been given two labels: work-family conflict and family-work conflict. Work-family conflict can be defined as a type of inter-role conflict wherein some responsibilities from the work and family domains are not compatible and have a negative influence on an employee's work situation. Results from this research indicate that work-family conflict is related to a number of negative job attitudes and consequences including lower overall job satisfaction and greater propensity to leave a position. Data for this study were collected from probation and parole officers in a large south-eastern state. Surveys were hand-delivered to the regional director who then had them distributed to the officers in the field offices. Of the 160 surveys distributed, 144 were completed and returned, yielding a response rate of 90%. This high response rate was probably due to the survey's distribution method, the support provided for the research by the facilities, and the relatively short length of the survey instrument. Respondents were 58% male and were front-line officers. The average respondent was 39 years old with 9 years' experience in correctional work. 89% had a baccalaureate degree and 11% had a master's degree. Findings from the current study indicate that increased levels of work-family conflict are negatively related to several different facets of employee job-related satisfaction. These findings suggest that responsibilities in the workplace and perceived as mutually exclusive entities in the lives of employees.

Schieman et al. (2003) studied a represented sample of employed men and women in Toronto, Canada; home-to-work conflict is associated positively with anxiety and depression. Two hypotheses propose work qualities as moderators. The double disadvantage hypothesis predicts that home-to-work conflict is more distressing when work is no autonomous, routine, or noxious.

The intrusion on job status/rewards hypothesis predicts that conflict is more distressing when work is autonomous, non-routine, or non-noxious. Results shows that the association between home-to-work conflict and distress is stronger 1) among people in more autonomous jobs; 2) among women in routinized jobs; and 3) among in noxious environments.

Bragger et al. (2005) investigated work-family conflict, work-family culture, and organizational citizenship behaviour among teachers. 203 teachers completed measures of work-family culture, work-family conflict, organizational commitment, job satisfaction, and organizational citizenship behaviour (OCB). Person correlations indicated that OCB was related negatively to work-family conflict, and positively to work-family culture, job satisfaction, and organizational commitment. Hierarchical regression analyses indicated that work-family culture predicts work-family conflict, and that various forms of work-family conflict predict OCB. Analyses also showed that work-family culture predicts both organizational commitment and OCB, and that organizational commitment does not mediate the relationship between work-family culture and OCB. The findings support the importance for schools to foster a positive work-family culture.

Kreiner (2006) demonstrated how the interaction between an individual's work-home segmentation preference and the perceived segmentation provided by the workplace affects work-home conflict (WHC) stress, and job satisfaction. Using a person-environment (P-E) fit theoretical base and methodology, data from 325 employees in a wide variety of occupations and organizations illustrate significantly fit effects on these outcomes. Results from polynomial regression and response surface methodology highlight important asymmetric effects found in these P-E fit relationships. By demonstrating the asymmetric results of fit effects, the findings challenge previous research, which has typically advocated an integration of work and home in order to ameliorate role conflict and stress.

Jansen et al. (2006) studied 1) both cross-sectional and prospective relationship between work-family conflict and sickness absence from; 2) to explore the direction of the relationships between the different types of conflict and sickness absence; and 3) to explore gender differences in the above relationships. Data from Maastricht Cohort study were used with six months of follow up (5072 men and 1015 women at T6). Work-family conflict was measured with the survey Work-Home Interference Nijmegen (SWING). Sickness absence was assessed objectively through individual record linkage with the company registers on sickness absence. In the cross-sectional analyses, high levels of work-family conflict, work-home interference, and home-work interference were all associated with higher odds of being absent at the time of completing the questionnaire, after controlling for age and long term disease. Differences in average number of absent days between cases and non-cases of work-home interference were significant for men and most pronounced in women, where the average number of absent days over six months follow up was almost four days higher in women with high versus low-medium work-home interference. A clear relation between work-family conflict and sickness absence was shown. Additionally, the direction of work-family conflict was associated with a different sickness absence pattern. Sickness absence should be added to the list of adverse outcomes for employees struggling to combine their work and family.

Rayle (2006) studied the relationship of perceived mattering to others, job-related stress, and job satisfaction were examined for 388 elementary, middle, and high school councillors from across the United States. Participants completed the school counsellor mattering scale, the school counsellor job-stress assessment, and several job satisfaction questions in order to assess perceptions of mattering to others at their schools and their job-related stress, and how these two constructs relate to school counsellors' overall job satisfaction. Mattering to others at work and

job-related stress accounted for 35% of the variance in job satisfaction for the total sample of school counsellor; however, mattering did not moderate the relationship between job stress and job satisfaction. Results revealed that elementary school counsellors experienced the greatest job satisfaction and the lowest levels of job-related stress, and high school counsellors experienced the greatest job dissatisfaction and the greatest levels of job-related stress. Implications for school counsellors' mattering and job satisfaction are considered.

Clays et al. (2007) explored the prospective relation between job stress and symptoms of depression within a cohort study. Altogether 2821 workers were involved in the longitudinal Belstress study; there were two measurements with a mean follow-up time of 6.6 years. Job stress was assessed by the content questionnaire. Depression symptoms were assessed by the Iowa form of the Centre for Epidemiological Studies – Depression scale. Baseline and repeated exposures to job stress were related to the development of high levels of depression symptoms through logistic regression analysis. Within a population free of high depression scores at baseline, job stress was related to the development of high levels of depression symptoms through logistic regression analysis. Within a population free of high depression scores at baseline, job stress increased the risk of developing high levels of depression symptoms after a mean follow-up time of 6.6 years. Independent associations were found for low decision latitude, high job strain, and isolated strain among women, but not among men. The adjusted association with high job strain among men was borderline significant. Repeated high job strain was associated with an ore elevated risk of developing high levels of depression symptoms among both the women and the men. The results of this study confirm that job stress is a risk factor for developing symptoms of depression. Stronger associations were found for women. The impact of

high job strain among both men and women was more harmful when there was repeated exposure.

Breaugh & Frye (2008) examined the relationship between the use of four family-friendly employment practices (i.e., telecommuting, ability to take work home, flexible work hours, and family leave) and work-family conflict. In addition, we examined whether reporting to a family-supportive supervisor was related to the use of the four practices and to work-family conflict. Researcher found that the use of three of the four practices was related to work family conflict. In addition, our results showed that reporting to a family-supportive was related to the use of certain practices and to work-family conflict.

2.4 Studies Related to Fashion & Lifestyle Journalism

Firth et al. (2005) investigated as a media genre, advertising a unique opportunity to study how the beauty ideal is constructed across cultures. This research analyses the content of advertisements from women's fashion and beauty magazines in Singapore, Taiwan, and the U.S. to compare how beauty is encoded and found a noticeable difference between the portrayals of women from the U.S. and from the two East Asian societies in terms of sexual portrayal. In addition, Asian ads contained a large proportion of cosmetics and facial beauty products whereas the U.S, ads were dominated by clothing. These findings suggest that beauty in the U.S. may be constructed more in terms of "the body," whereas in Singapore and Taiwan the defining factor is more related to a pretty face. The article also discusses how feminist critiques of the sexual objectification of women in advertising may need to be considered within their historical, Western context of origin.

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Liu (2010) investigated the impact of psychological and sociological motives on the use of fashion magazines among female students in Shanghai. International fashion magazines are now all over mainland China and enjoy high readership especially among female college students. It examines whether those who belong to specific SES groups differ in terms of seven motivations for reading fashion magazines, and whether each of these seven motives are significant predictors of fashion magazine use. An online survey conducted to gather data. The results showed that students from three socioeconomic did not significantly differ from each other in terms of any of the seven psychological and sociological motives tested. Three psychological motives – enhancing current body image, and displaying high sociological status – were found to be significantly predictors of fashion magazine use. The sociological motives – consumerism, feminism, experiencing an affluent lifestyle, and escaping political propaganda – did not significantly influence fashion magazine use. The findings suggest that the student-respondents held rational attitudes about fashion magazines and what they contain. They did not regard

fashion magazines as a major source of information to assist them in the process of socialization. The results also suggest that sociological motives may not directly affect media use, but they are nonetheless related to psychological motivations that predict media consumption.

Rocamora (2011) studied their appearance at the beginning of the millennium, fashion blogs have become key players in the field of fashion. One type in particular, personal fashion blogs, where bloggers post pictures of themselves documenting their style, has established itself as a central form of fashion blogging. This is the type of blogs that this article concentrates on. By bringing together various technologies of the self it argues that the blogs represent a significant space of identity construction. Focusing on the idea of gender, it explores the various forces, both empowering and disempowering, at play in the formation and representation of femininity. The computer screen is discussed as a mirror through which women's position as specular objects is both reproduced and challenged, whilst the blogs also constitute a space for the circulation of alternative visions of femininity.

Hanusch (2012) introduced the special issue outlines the case for an increased focus on studying lifestyle journalism, an area of journalism which, despite its rapid rise over recent decades, has not received much attention from scholars in journalism studies. Criticised for being antithetical to public interest and watchdog notions of journalism, lifestyle is still ridiculed by some as being unworthy of being associated with the term journalism. However, in outlining the field's development and a critique of definitions of journalism, this paper argues that there are a number of good reasons for broadening the focus. In fact, lifestyle journalism – here defined as a distinct journalistic field that primarily addresses its audiences as consumers, providing them with factual information and advice, often in entertaining ways, about goods and services they can use

in their daily lives – has much to offer for scholarly inquiry and is of increasing relevance for society.

Christy & Kavitha (2014) introduced that the fashion phenomenon as understood in the west is quite embryonic in India. The diversity of retailing including in the fashion sector is evident in many forms the commercial activity now takes, including vending machines, door to door sales, telephone sales, mail-order houses, etc. Blogs, street style, emerging art movements and rapidly changing music genres: with the multitude of real-time references influencing fashion today, conventional trends still exist. Each retailer will be able to identify and cater for the demands of their own unique customer base through fashion forecasting. Fashion retailing in India is one of the major business enterprises of its economy. As a growing economy, India with its huge manpower and demand, it can arise as a leading giant in the retailing industry. A large number of opportunities are behind the Indian business people to explore and to attain the peak. Retail promotion activities are some of the major streets where Indian retailers can concentrate and succeed. Increasing speed to market in response to the demand up-to-the-minute styles and trends, make retailers to survive well in the fashion industry. A promotional advertisement gives the buyer an opportunity to see the product. Some of the fashion advertising media which helps in promoting the retail sector of fashion industry is explained in this paper.

Kristensen & From (2015) argued that, in contemporary journalism, the boundaries between lifestyle journalism and cultural journalism are blurring. The discussions of the article are based in comprehensive empirical studies, more specifically a content analysis of the coverage of lifestyle, culture and consumption in the Danish printed press during the twentieth century and the first decade of the twenty-first; and secondly, interviews with Danish cultural journalists and editors. The studies reveal that the coverage of lifestyle is expanding and that culture, lifestyle

and consumption are today contiguous – sometimes even inseparable – subject matters, which even for journalists are difficult to separate. The findings are interpreted in the light of especially Janson's approach to mediatisation of consumption as an expression of more general socio and media cultural transformations of society.

Boyd & Schlagheck (2015) examined that traditionally, women have turned to fashion magazines to know what is trending, how they should dress, and what beauty tips should try. In our current generation, however, print magazines as a whole are becoming less relevant due to blogs, smart-phone apps, social media, and other digital sources. "The web has made it possible for ordinary consumers to reach a mass audience"; thus fashion influence no longer comes only from advertisers and models with unrealistic people. Through a literature review and content analysis, this research demonstrates how the evolution of fashion journalism from print to online media is creating more diverse marketplace, in which young women are making uniquely individual fashion choices.

2.5 Studies Related to Media Management

Bijornsen et al. (2007) examined the Norwegian journalism student's views about their profession and education at different phases in their career and also outlines the social background of the new generation of journalists. The article presents key findings from several surveys of students conducted at the two most popular and prestigious journalism schools in Norway between 2000 and 2004. The main aim is to investigate any development in attitudes to different professional values between the beginnings of students' studies through to their first years as working journalists. The dataset used in this article which is based on a series of questionnaires administered between 2000 and 2004 to three complete cohorts of Norwegian

journalism students at Oslo University College and Volda University College. The questionnaires differ, in length and content, from phase to phase. The total dataset consists of 337 students who participated in one or more of the phases. An important finding is that most professional attitudes seem to stay quite stable from the beginning of studies until early career, through the results also indicate a general decline in classical journalistic professional idealism after entering the newsroom.

Greenberg et al. (2007) investigated occupational stressors amongst media personnel assigned to work on covering the Iraq War via interviews with 54 journalists from the BBC and Reuters, who worked in Iraq between February and April 2003. A range of stressors were identified that could be categorized into three main themes, control over the situation, support from management and grief from the death of colleagues. Journalists not embedded with military units were more likely to report negative physical and emotional health outcomes. The study concludes that hazardous work environments do not, by imbalance between the ability to make decisions about how to carry out their job effectively and the perceived rewards of working in such environments appear to have a greater impact on work related stress.

Weinhold (2008) presented that as media conglomeration and economic constraints force the continued decline of community newspapers, which represent the majority of American newspapers and serve as journalists' training grounds, this project offers an uncommon approach to the study of newspapering and seeks to fill a gap in existing journalism research dominated by scholarly studies of large newspapers. Political economy serves as the theoretical lens for this ethnography of community newspaper journalists' activities. In order to understand whether and how journalists' labour has the potential to bring about structural changes that influence shifts in their work and values, the principles of journalism are juxtaposed with a case study of journalists

working at a community newspaper. The study finds American community newspaper journalists forced to negotiate their values and internalize business demands in order to answer their employers' profit motives. Journalists' training and education should be restructured to incorporate an understanding of the economic imperatives at work in newspaper decision making, and a rearticulating of journalists' principles that accommodates increased transparency in the connection between journalists and their labour is needed.

Achtenhagenn & Raviola (2009) investigated about the media companies inherently face organizational tensions, as dual – artistic and commercial – orientations are part of their mission. Yet, it is still poorly understood what the existence of such tensions implies for managing media companies that undergo organizational changes to embrace technical convergence. Based on a case study with a European media company, this article argues that different organizational tensions exist and exemplifies this by characterizing structural, processual, and cultural tensions. This study finds that these tensions are interlinked, interdependent, and dynamic – namely when media companies change, their inherent tensions are also likely to change. Thus, they need to be actively and comprehensively managed to avoid dysfunctionalities. In fact, considering the different tensions in the reorganizing process might enhance its chances of success. Relocating the tension, enhancing perception of the tension, and providing training to increase awareness of employees emerge from this case as different strategies for managing tensions.

Adams-Bloom (2009) proposed the concept of the "high performance work organization" that is greater employee involvement in decision making and greater ability for workers to control their rewards structure lead to more efficient workplace procedures, as well as happier workers. Although this sociological model has been studied in a variety of industries and work settings, its examination in the media industries has been limited. In seeking to fill that gap, this study

undertook an e-mail survey of workers in television news to determine which, if any, HPWO initiative stations were using and how effective they were. A list of 1,101 television stations in the United States was compiled. The list was alphabetically organized by state, and then alphabetically within each state by station call letters. Once the stations in the survey were identified, the researcher, along with two research assistants, made phone calls, which resulted in a list of names and e-mail addresses for 209 different producers and directors from 145 stations. Findings indicate that profit sharing, outside training, and suggestion systems were more likely to be offered than cross-training, job rotation, outside training, or merit-based pay, indicating that the HPWO initiatives that require little investment of time or money are the most likely to be offered by television stations. Station ownership patterns were not significantly correlated to presence of HPWO initiatives, and market size was only significantly correlated to 2 HPWO initiatives – outside training and profit-sharing programs. Finally, work toward an index of appropriate variables for a composite measure of "quality" or "success" in the media industries would prove a useful tool for many researchers and would help to more clearly define what is meant by profitability and productivity in both the media management and journalism discipline.

Schoder et al. (2009) applied the concept of mass customization to the newspaper industry. Although the theory of mass customization has received considerable attention in recent years, its application to the printed mass media market has been almost totally neglected. Researchers have not provided any empirical evidence of a substantial market for mass customized printed newspapers, and we do not know about customer attitudes towards such innovations. This article contributes to research on both issues. Based on an empirical survey, researcher examine consumer acceptance of an individualized newspaper. We address the 2 most pressing issues associated with mass-customized products. These are consumer willingness to pay a premium

and consumer willingness to devote additional effort to "designing" such a newspaper. The results, based on conjoint analysis, suggest that consumers are generally willing to devote effort to customizing their news. However, only those who are well-educated and belong to the upper socioeconomic strata are willing to pay extra individualized newspapers. When introducing mass-customized media, management should focus on these customer groups and their respective preferences.

Becker et al. (2009) made some common assumptions about the U.S. journalistic labour market is that it is hierarchical, with entry-level hiring done almost exclusively by smaller organizations. Individuals are thought to be able to gain employment at larger media organizations only after they have served time in smaller ones. The assumed normal career progression for a newspaper journalists is from a small newspaper, perhaps even a weekly, to a larger one and on up the chain, with employment chain. It generally is assumed that these patterns of employment have remained relatively stable across time. This study draws on an unusual data source consisting of surveys of daily newspaper editors in 1986 and every 5 years after, with the most recent survey conducted in 2001. Questions on each of the instruments provide basic data on hiring in the newspaper industry the year before. Analysis of these data shows that most entry-level hiring is done by smaller daily newspapers. There are exceptions, however, with some larger organizations also hiring journalists with no prior journalistic experience. The analysis shows that this pattern has not changed markedly in a newspaper group impacts hiring. The explanation offered is that group newspapers have created an extended internal labour market.

Richards (2009) studied that the individual journalist is an essential unit of ethical agency; journalists are increasingly employees of large companies or corporations whose primary aim is to maximize returns to shareholders. Consequently, many, perhaps most, of the ethical dilemmas

journalists face begin with the inherent conflict between the individual's role as a journalists and his or her employer's quest for profit. My underlying argument in this study is that this situation is not unique, that other fields are confronting similar dilemmas, and consequently, journalism may have much to learn from them. In this study, researcher contend that business and journalism ethics, in particular, appear to have more in common than has generally been acknowledged and that the field of business ethics has yielded many concepts that appear to have relevance to journalism. In this study, researcher conclude that considering the insights offered by those who operate from the perspective of business ethics will facilitate analysis of the interface between individual journalists and the corporate forces that affect so many of them.

Weezel (2009) generally accepted that newspaper firms are passing through hard times. Readers and advertisers – their 2 main income sources – seem to be turning to other media, thus negativity affecting newspaper financial performance. To respond to these challenges, newspapers are changing the way they organize their activities. This study looks at a sample of newspapers to investigate extent to which 2 of these organizational changes are affecting performance. The sample relies on the participants in the Inter American Press Association annual meeting, which took place in Miami, Florida in October 2007. The participants were high-ranking managers in newspaper companies based in countries from North, Central, and South America. There are several advantages in conducting surveys during a newspaper meeting. According to the attendance list, 106 newspaper firms were present in the meeting. The questionnaire was administered to managers of 46 newspapers, forming a response rate of 43.4%. When more than one manager from the same newspaper answered the questionnaire, the answers were averaged on subjective question items. The study shows that the higher the degree of integration within the firm, the more positive the performance. Outsourcing is found to have

negative impact. These effects are over and above those of the perceived environment. Finally, because circulation shows a negative sign in relation to performance, although not statistically significant, it might be possible to speculate that small newspapers perform well, not because of the organizational changes, but because they will enjoy a dominant position in their markets.

Lee (2010) investigated the impacts of information technology (IT) infrastructure on "business process reengineering" (BPR) within the media industry. A large-scale field survey was carried out on a randomly collected sample of 438 corporations within the media industry in Taiwan. 8 graduate students served as research assistants. A data collection took place between July 20th and September 5th of 2009. A total of 101 responses were received from the 438 questionnaires sent out, providing a valid response rate of 23.06%. The proposed BPR model was tested by structural equation modelling using LISREL 8.71 under maximum likelihood estimation and using covariance matrices in the analysis. The survey results indicate that dynamic environments (DEs) significantly impact IT adoption and dynamic capabilities (DCs). The results also demonstrate that BPR is positively and directly influenced by the IT adoption and DCs, and indirectly by DEs. This study contributes media literature in terms of providing empirical evidence and identifying various dimensions of BPR. It also provides some managerial insights.

Fourie (2010) explained that journalism trainers and educators should take the criticism against journalism seriously, including the deep-rooted mistrust of journalism, and use it as a point of departure in their curriculum development. This article paraphrases the early criticism against journalism, after which the two main streams of contemporary criticism, namely critical political economy and professional criticism are briefly discussed. Pierre Bourdieu's views about the structural limitations of journalism and the fact that these limitations are not questioned by journalists, as well as Kenneth Minogue's views about journalistic ideology and how it has

become transparent and forms the basis of the public's mistrust of the media, are emphasised. Against this background, it is argued that, to raise the quality of journalism, journalism studies should adopt a more fundamental approach to the understanding of journalism and the journalist's work. Instead of focussing predominantly on professional skills, there is a need for journalism studies, also in terms of raising its own status as an academic discipline, to focus more on intellectual skills such as reasoning, argumentation, persuasion, contextualisation, and the skills of historical thinking, description, interpretation and evaluation. Apart from this, it is argued that South African journalism studies should also focus on the development of an African epistemology for the practice and evaluation of journalism in South Africa.

Deuze (2010) studied the history of journalism in elective democracies around the world has been described as the emergence of a professional identity of journalists with claims to an exclusive role and status in society, based on and at times fiercely defended by their occupational ideology. Although the conceptualization of journalism as a professional ideology can be traced throughout the literature on journalism studies, scholars tend to take the building blocks of such an ideology more or less for granted. In this article the ideal-typical values of journalisms' ideology are operationalized and investigated in terms of how these values are challenged or changed in the context of current cultural and technological developments. It is argued that multiculturalism and multimedia are similar and poignant examples of such developments. If the professional identity of journalists can be seen as kept together by the social cement of an occupational ideology of journalism, the analysis in this article shows how journalism in the self-perceptions of journalists has come to mean much more than its modernist bias of telling people what they need to know.

Lewig & Dollard (2010) made public understood that health issues is influenced by the social and political interests of those who gather the information and by the media which disseminated it. This has implications for lay people's beliefs about work stress and has potentially serious personal implications in terms of recognizing, reacting to, and reporting stress in the workplace. The somewhat ambiguous nature of work stress renders it vulnerable to political, social and economic manipulation. This study explores how the issues of work stress are represented in the Australian newsprint media. Fifty-one work-related articles from all major Australian newspapers from 1 January 1997 to 31 December 1997 were selected if "stress" appeared in the headline. The articles were examined for dominant ideologies and themes. Attention was given to the language used to describe stress, the intended audience, and the voices represented in the articles. Results showed that work stress is represented in the media as an economically costly epidemic, as an outcome of unfavourable work conditions but with individual remedies, and as primarily situated within the public sector. The main voice represented in the media was that of the unions. The reproduction of work stress as a public sector phenomenon serves the interests of public sector unions, the newspapers, and the managers of private sector workers and is not consistent with available workers' compensation data. The current study provides a starting point for replication nationally and internationally to more fully explores the way social texts, such as newsprint media is influenced by, and in turn shapes, society beliefs and values about work stress.

Koljonen et al. (2011) investigated the ongoing changes in journalism in Finland have forced the profession to consider its position and practices. This need for reflection was particularly clear after the recent school shooting cases in Jokela in 2007 and in Kauhajoki in 2008 that gave rise to a public debate about journalists' actions. Using qualitative content analysis and the idea

of reflective practice as its methods, this study investigates how 45 finish journalists reflected on their and their profession's work after the two cases. The study focuses on journalists' views of reporting on the shooters and victims, and reveals a shift in journalists' thinking from a strong deontological ethos towards a more technological stance. It also highlights the need for further research to determine whether the change observed is a permanent one.

Massey & Elmore (2011) analysed that women freelance journalists is a first step towards filling a gap in the largely uncharted territory of women in the United States who leaves traditional employer-based news jobs for self-employment. The survey was administered as a Web survey. Its instrument contained 35 questions about freelance journalism-as-work and about respondents' attitudinal disposition towards it. The findings show that female respondents were satisfied with their work hours, earnings, and ability to combine their atypical news work jobs with raising children. However, they were no more satisfied with their work than male respondents who worked as freelance journalists.

Daly (2011) focused on a seminar which was taught at Boston University which draws on the insights of a conference held at the same university in autumn 2009. The conference brought together leading historians and journalists to explore the ground shared by the disciplines and, it is fair to say, sometimes divides them. The article argues that there is much need for an approach which draws on the strengths of both traditions while remaining aware of the shortcomings of each discipline. Drawing on debates within the historiography of both journalism history and mainstream history, it demonstrates the intellectual underpinning of the seminar which aims to point students to a wider array of the challenges, successes and reversals experienced by journalists and historians. It hopes to provide a method of investigating core questions about the journalism of the past in order to better inform the practice of journalism in the future.

Furthermore, it extends this ambition to providing a collegial model for the exploration of other societies or periods of time which can be adapted at other universities.

Tucher (2011) rooted this study in the experience of helping to develop and introduce a range of required and elective journalism-history courses into a professional school whose jam-packed one-year curriculum has always been dominated by hands-on training in the skills and techniques of the craft. Some of the challenges have been practical and logistical. We decided early on, for instance, that all assignments would involve reading or viewing works of journalism, not secondary sources, but it was harrowing to have to choose no more than three dozen or so pieces to represent three centuries' worth of evolution. And since our limited time required us to focus mainly on journalism history in the United States, researcher had to decide how elaborately to explain events like the US Civil War that American students had studied from the cradle but that some of our international students could not date within a half-century. But the most interesting, and rewarding, aspect of these courses was watching the changes in the students' thinking about the complexities and conundrums of their chosen profession: the achievements and also the missteps of their predecessors, the contingency of conventions and the mutability of values, the ideas about what journalism is for and how it should be judged. We have not won all of them over yet on the need to spend some of their precious time every week on a course that will not directly contribute to getting them a job. But we do make them think more widely about what that job means. This study charts the institutional and intellectual challenges in constructing a suitable history syllabus at the Columbia Graduate School of Journalism.

Alexander (2011) examined the effects of large media restructuring transactions on the value of firms engaging in such transactions. It considers all media restricting transactions with a value of over $1 billion between 1997 and 2008 – a time period that included 1 of the largest waves of

mergers and acquisitions (M&A) activity in industrial history, and was marked in media by transformative changes in the industry due to digital technology and the loosening of ownership restrictions under the Telecommunications Act of 1996. Over that time period, 57 M&A transactions with a total value of $338 billion were identified. This article employs event-study methodology to calibrate the impact of these restructurings on firm value. Over the time, the market was cautious about the ability of media firms to launch successful mergers or acquisitions, with losses for the media acquirers larger than those in cross-industry studies. This is even more pronounced when the acquirer is a non-media firm. Alternatively, divestitures yield positive results for both buyers and sellers. Recognizing the impact that restructuring has on firms, this work provides insights for understanding the market evaluation of future restructuring transactions.

McDowell (2011) investigated about the forces of new digital technology coupled with a debilitating recession have disrupted the profit-making ability of the business of journalism. Streamlining operations and experimenting with new business models are only partial solutions. Recognizing that most audiences and advertisers today regard news as a common commodity that is available from an array of acceptable sources – often for free – this article asserts that the true crests stems from problems addressing not only operational effectiveness but, more important, problems addressing brand management.

Hampton (2012) investigated about journalism history, like media history, is an impressively interdisciplinary field in which historians, literary critics, sociologists, philosophers, and communication scholars regularly engage each other's work. Yet journalism is also rare in the extent to which practitioners have written far-ranging histories of their own profession. Examining five well-known histories written by journalists practicing in Britain – Francis

Williams, Phillip Knightley, Hugh Cudlipp, Matthew Engel, and Andrew Marr – it argues that even if their methodologies differ from those of academics, their contributions should be taken seriously both as secondary literature and as primary sources for our understanding of the changing culture of journalism in modern Britain. In particular, they give us insight into journalists' ongoing attempts to define own profession and genre against the backdrop of journalism's ever-changing material context.

Sylvie & Weiss (2012) investigated the study of management of innovation is crucial to media management research, helping explain how technology diffusion affects the communication industry and providing a glimpse into its future. This media-analysis looks at the recent history of mass communication scholarship, addressing newsroom changes to determine whether a mainstream managerial theory – sociotechnical literature – garners adequate use. The researchers discovered numerous references – mostly indirect – to sociotechnical system (STS) theory, yet found sporadic use of a true managerial emphasis as expressed through the analysis of STS theory's principles and frames-specific theoretical framework. Implications of the findings and future, alternative directions for research are proposed.

Taneja & Mamoria (2012) investigated that audience measurement worldwide is responding to the need to measure media consumption across platforms. One approach being employed by the industry is "single source" audience information system that measure usage across media and purchase behaviour from the same set of respondents. This study evaluates the readiness of such systems to meet the current challenges in measuring audiences by analysing single source systems from five diverse media markets. The analysis reveals that these systems capture dimensions of audience behaviour other than exposure – an enhancement over traditional

audience information systems. However, their usage in the marketplace suggests that single source data complement existing mono media systems than serve as alternate currencies.

Massey & Ewart (2012) examined the sustainability of newsroom change through the lens of an ambitious change called "Readers First" at a group of Australian regional newspapers. Survey data were gathered over 3 consecutive years from rank-and-file news workers who participated in the program. It was found that, contrary to the problems usually associated with support for change programs, Readers First received sustained attitudinal support from news workers. Agreeing with the goals for change, feeling involved in change, and believing that managers managed change well were the best predictors of their support for change. Training in change had no discernible effect on support. Professionalism had its limits as a predictor of support.

Gunzerath (2012) investigate that there are several noteworthy trends unfolding today in media audience research methodology in the United States that will have important implications for media managers and others who rely on this research for insights when considering strategic and tactical organizational decisions. Among these, 1 shift stands out as having perhaps the largest long-term impact for media management. This is the movement towards the use of multiple data sources in the creation of media use estimates – approaches commonly referred to as "hybrid" methodologies. This is a trend that is occurring in different sources of data, often based on both traditional methods, like survey research, as well as newer, technologically enabled methods, such as the census-like counting methods employed in Internet measurement or set-up box measurement in television. This article details several key methodological trends in media research, including the trend toward hybrid measurement, and suggests implications they may hold for today's media managers.

Compaine & Hoag (2012) studied about the factors supporting and hindering new entry in media market: A study of media entrepreneurs. A study of 30 U.S. – based media entrepreneurs was undertaken to answer the question. For these entrepreneurs, factors that support entry were abundant; and few, if any barriers exist to entry and to sustained operations. Two sources of support stand out: the effects of technological innovation and so-called "big media," which, far from erecting barriers, can be a major source of opportunity.In comparing quantitative and qualitative methods, qualitative data collection can preserve context and capture the meaning and purpose behind human behaviour where quantitative techniques may strip them away. An interview guide was developed based on possible processes and concepts surrounding opportunity recognition/discovery/creation, the decision to exploit the opportunity, the start-up phase, and personal motivations and goals. This study investigated the factors that support and hinder new entrants in U.S. media markets. However, the variables called from the interviews suggest opportunities for testing their application to entrepreneurial activity in other industry sections. They included: 1) Lower risk, which may attract those who may have foregone entrepreneurial activity because of its perceived higher risk. 2) Less need for technical expertise, as information technologies have lowered the skills needed for many activities, from graphic design to database creation. 3) Alternative distribution channels, primarily via the Internet, which may be used for marketing and communications. 4) The option of virtual organizations. This expands the universe of potential colleagues and reduces transaction costs associated with employment. 5) Geographic independence, another piece of the virtual organization. Live here, do business there. No need to uproot oneself or family for many types of opportunities. 6) Lower production costs. There are many ways to examine this, from the digital media to easier access to the global supply chain. Intuitively, these conditions would seem to make sense as being widely

appreciated by today's entrepreneurs. Further research would be a helpful next step to confirm the widespread applicability of these conditions.

Fulton & Mclntyre (2012) studied that print journalism, particularly hard news, is a form of writing that is seldom thought of as a creative practice. This situation may result from the idea that the cultural and social structures within which journalists work often seen as constraints on their professional practice. Despite this common understanding, if a rationalist approach to creativity is used, it can be demonstrated that the structures of journalism practice and the knowledge of these structures not only constrain but also enable journalists to produce their work. Using the systems model of creativity developed, this paper provides evidence that by investigating print journalism within a rationalist framework, print journalists of any genre can be seen to be producers of creative cultural texts. Analysis of the literature demonstrates that by marrying theories and definitions from creativity research with literature from the domain of print journalism, creativity can be identified within the print journalism domain. Analysis of semi-structured interviews conducted with print journalists in Australia and observation carried out in Australian news rooms demonstrated that journalists are very aware of the devices used, and the requirements of the field, to produce texts in their professional practice that are novel and appropriate, or creative.

Hanusch (2012) introduced the special issue outlines the case for an increased focus on studying lifestyle journalism, an area of journalism which, despite its rapid rise over recent decades, has not received much attention from scholars in journalism studies. Criticised for being antithetical to public interest and watchdog notions of journalism, lifestyle journalism is still ridiculed by some being unworthy of being associated with the term journalism. However, in outlining the field's development and a critique of definitions of journalism, this paper argues that there are a

number of good reasons for broadening the focus. In fact, lifestyle journalism – here defined as a distinct journalistic field that primarily addresses its audiences as consumers, providing them with factual information and advice, often in entertaining ways, about goods and services they can use in the daily lives – has much to offer for scholarly inquiry and is of increasing relevance for society.

Nylund (2013) studied the combined theories of creativity with an empirical examination of newsroom practices at a finish newspaper. The focus is especially on newsroom meetings, the "morning meeting," and a special idea-generation meeting. The method used is participant observation and discourse analysis. Research indicates that a) trust and encouragement, b) appropriate levels of challenge and resources, c) variety, in general and especially in team composition, together with d) the idea that freedom and autonomy at work can have a direct, positive effect on organizational creativity. The empirical results reveal the many sides of creativity. Based on the data, creativity at ordinary newsroom meetings is rather limited, but not extraneous. Idea development occurs at meetings, but idea generation mostly takes place outside of formal meetings. Many meetings are limited to discussing what other news media have already covered. Ideas based on reporters' personal experiences are infrequently, occasionally, it seems to be more important to demonstrate your knowledge, rather than acquiring it by asking open-minded questions. Detailed analysis of communicative practices can provide a more solid understanding of the complexities of creativity in various media settings.

Lee & Kim (2014) examined whether Twitter can serve as a public sphere where opinion leaders – in this case, journalists – speak up about politically controversial issues. Based on the theoretical framework of the spiral of silence (SOS), 118 Korean journalists from nine national newspapers and two network broadcasting companies were surveyed about their behaviour on

Twitter with regard to two controversial issues in South Korea. Results showed that journalists who perceived a greater discrepancy between their opinions and the opinions of Twitter users about controversial issues in South Korea were less willing to voice their opinions on Twitter; moreover, the journalists' ideology was found to be a significant factor in expressing their opinions about controversial issues on Twitter. Specially, potentially conservative journalists were more likely to perceive that their opinions were in the minority; therefore, they were less likely than politically liberal journalists to discuss their opinions on Twitter because use of that particular technology is generally regarded in Korea as favoured by liberals. This study contributes to the SOS theory by applying public opinion theory to opinion leaders, particularly journalists, and by suggesting that ideology can be a key factor in individuals' ability to perceive discrepancy with opinions of others. This study also contributes to the SOS literature by expanding the majority influence from offline to online environments, especially on Twitter.

Liao & Lee (2014) investigated while women have made significant progress in gaining access to the field of journalism over the few past decades, some scholars have noted a persistent tendency for men and women journalists to be assigned to different types of news work, as if some news topics are gender specific, i.e., some news topics can be better handled by men, whereas others can be better handled by women. But do professional journalists themselves perceive news topics to be gender specific? What individual levels factors may explain beliefs in the gender specificities of news topics? Drawing on a representative survey of 459 professional journalists in Hong Kong, this article showed that journalists did not treat many types of news stories as gender specific. Women, journalists with a stronger commitment to professional ethics, and single journalists were less likely to believe in gender specificities of news topics. Among women journalists, educational level was related to beliefs in gender specificities.

Malmelin & Moisander (2014) provided a systematic overview and conceptual analysis of existing research on brands and branding in the literature on media management. The aim is to advance knowledge in the field by mapping out the different ways which brands are understood and conceptualized in the literature. In doing so, the article identifies overlooked research areas and works towards a research agenda for future development of the area calls for a more systematic theoretical analysis of the nature of media brands and the specific features and complexities of the media field as a strategic business environment where brands are built and managed. The development of the research area would seem to be crucial not only for scholarly reasons, but also because a strong brand seems to be gaining strategic value and importance in today's changing and highly competitive media markets.

Hess (2014) discussed the current understanding of a media company which I based on the idea of a publisher or broadcaster producing or aggregating, bundling, and distributing content. In this scenario, the content creation mainly is done by professionals. However, with the advent of mobile devices and ubiquitous internet access, users have been enabled to produce content themselves. This gave rise to a new form of media companies: the platform operators, who aggregate, manage, and distribute user-generated content. Based on a historical summary, this study delineates the characteristics to the traditional media companies, derives implications for the media markets, and provides a definition for the term media company that is valid in both the online and offline world.

Lindner et al. (2015) investigated that scholars, journalists, and laypeople alike have argued that the relatively new field of citizen journalism (CJ) offers a space where citizens can act as amateur reporters to challenge the dominance of mainstream media. However, contrary to popular expectations, a large number of CJ sites include current or former professional

journalists as contributors, calling into question the new field's independence from the mainstream media. Using a content analysis of a sample drawn from the largest sampling frame of English-language CJ websites based in the United States to date, we explore potential explanations for the presence of professional journalists as contributors on CJ sites. In a series of logistic regression analyses, we find evidence that for-profit CJ sites and those with editorial staffs are more likely to have professional journalists. Furthermore, we find that sites with professional journalists do not offer significantly different content when controlling for other factors. Based on these findings, we theorize that CJ websites seek out professional journalists as a means of gaining legitimacy within a new organizational field. These results indicate a growing professionalization within the field of CJ and the persistence of a public sphere dominated by elite actors.

Weaver (2015) had a unique interest in the influence of society on the media led to a productive career of Indiana University, with 5 national surveys, 3 books, and dozens of research studies in the past 4 decades. In this Deutschmann Scholars essay, the author reflects on his research career and the challenges now confronting journalists around the world in the 21st century. The author then reviews the significant findings of studies in agenda-setting and media effects and observes that media scholars have neglected to establish linkages between individual journalists and the content they produce. Researcher calls for expanded research on the attitudes of journalists and new media systems, and how these relate to the quality of news reporting.

2.6 Gaps in the Existing Literature

Job stress is an organizational barometer that has been time tested, well-studied and applied in several industries. The understanding and concept of job stress and organizational role stress has

been deliberated and researched upon in great detail by noted scholars, human resource professionals and management experts. Organizations all over the world aim for profitability and aspire to increase productivity of employees too. Applying tools like job stress scale and evaluating impact on work-home conflict can prove instrumental in taking care of overall contentment among employees, providing opportunities to organizations to introduce relevant and remedial policies. The overview of literature above highlights the research in various industries, but little or no research has been done in the media industry. The Indian media industry in particular has had negligible research on employees from the perspective of reforms or corporate responsibility. A major gap in the existing literature is the applicability of these time-tested organizational barometers in the context of Indian media industry. This study aims to fill that gap.

2.7 Theoretical Framework

Sonnentag & Frese (2003) suggest that theories on organizational stress can be categorized as (i) those which explain the stress process itself and (ii) models that explain stress reactions and the relationship between stressors and strains.

(i) Models based on stress as a process

These majorly include the following

a) Transactional stress model **(Lazarus, 1966; Lazarus & Folkman, 1984)**

b) Cybernetic models **(Edwards, 1998)**

Lazarus & Folkman (1984) describe psychological stress as "a particular relationship between the person and the environmental that is appraised by a parson as taxing or exceeding his or her resources and endangering his or her well-being."

Therefore according to these researchers the mental assessment of a person about his or her situation plays a crucial role in the stress process. Here primary and secondary appraisals can be differentiated. By primary appraisal, encounters are categorized as irrelevant, benign-positive or stressful. Stress appraisals comprise harm/loss, threat, and challenge. By secondary appraisals, individuals evaluate what can be done in the face of the stressful encounter, that is, they tax their coping options. On the basis of primary and secondary appraisals, individuals start their coping processes which can stimulate reappraisal processes.

Cybernetic models are thought to be very useful in establishing the organizational stress process **Cummings & Copper (1979).** The central idea of the cybernetic theory are information feedback process (negative feedback loop) which operate in a system in order to maintain internal equilibrium with respect to some standard of comparison. In the context of organizational stress, cybernetic theory propounds that individuals monitor their psychological and physiological reactions to various stressors. When individuals sense a discrepancy in their current state and their desired physical or emotional condition (strain), they are motivated to reduce this discrepancy. This discrepancy reduction behavior is typically aimed at stressors in the external environment perceived to be the cause of internal discrepancy **(Carver & Scheier, 1982).** There is a presumption here that individuals have the ability or inclination to compare their desired condition with their actual state **(Cummings & Cooper, 1979).** This argument leads to the conclusion that stress and coping process may be conceived as a negative feedback loop which operate to reduce sensed deviations form a comparison standard.

Edwards (1992) hence defines stress as "a discrepancy between an employee's perceived state and desired state, provided that the presence of this discrepancy is considered important by the employee."

The major theories of organizational stress that incorporate cybernetic principles include those Khan, Wolfe, Quinn, Snoeck & Rosenthal, 1964; McGrath 1976; Beehr & Newman, 1978; French, Caplan & Harrison, 1982; Cummings & Cooper, 1979 and Lazarus & Folkman, 1984. The six theories share common feature of negative feedback loop.

(ii) Theoretical models explaining stress reactions and relationship between stressors and strains

Some of these theories that explain relations between stressors and the strains are Person-Environment Fit Theory, Job-Demand-Job Control Model, Vitamin Model, Effort-Reward Imbalance Model and Comparison of Models **(Sonnentag & Frese, 2003**).

One of the most useful theories of organizational stress, the Person-Environment Fit Theory assumes that stress occurs because of a misfit between the individual and the environment implying that neither the person nor the situation alone is responsible for stress experiences and strains. The first type of misfit is between demands of environment and the abilities and competencies of the person while the second type of misfit is between the needs of the person and the supplied from the environment.

The job demand- job control model differentiates the two dimensions of work place, that is, the job demands and job decision latitude **(Karasek, 1979)**. Job demands are the overload demands put on an individual and job decision latitude refers to the employee's decision authority and his or her skill discretion. Karasek explained the model though concept of passive and active jobs, jobs with low and high demands respectively. In the context of stress reactions, he stated that combination of high demands and low decision latitude in high strain jobs, people's health well-being suffered seriously.

Chapter 3

RESEARCH METHODOLOGY

3.1 Type of Data: Secondary data of media professionals working in print and non-print segment of media industry comprising newspapers, magazines, broadcast channels and the digital media/ internet was considered for this study. Assistance was taken from the local public relations department of the government/local administration to procure the list of media professionals. The primary exercise to obtain data of lifestyle and fashion journalists was done from Times of India offices in this Tier-I cities and through active lifestyle journalists working in these cities in this particular genre. Personal visits to media offices were ensured by the researcher for greater accuracy. For other journalists, who did not give time due to their tight journalistic schedule, the questionnaire was send through email (link of the Google form) and the journalists were personally called up and guided how to fill the same.

Professionals involved in fashion and lifestyle news reporting, editing, production and selection of news as a full-time employee with any media organization were considered as participants (journalists). Reporters/correspondents, sub-editors, photo-journalists and editors involved in news collection, processing and decision making were a part of the study.

3.2 Research Instruments/Tools Used For Data Collection: This study was a quantitative assessment of two parameters- job stress and work-home conflict for fashion and lifestyle journalists. For this purpose, permission was sought from authors/publishers to use the following standard scales whose validity and reliability was assessed in the Indian context.

(iii) Job Stress Scale by Parker & DeCotiis, (1983)

(iv) Work-Home Conflict Scale by Bacharach et al. (1991)

Job Stress Scale is 13-item scale developed by Parker & Decotiis (1983). The first section of this scale is closely associated with *feelings of being under substantial time pressure,* and is named *time stress.* The second section comprises items pertaining *job-related feelings of anxiety.* Alpha coefficient for the measure is 0.86. It is a summative likert-type rating scale that measures overall job stress using anchors that range from 1 (strongly disagree) to 5 (strongly agree). The scale scores can range from 13-65 with higher scores indicating higher levels of job stress. **Jamal & Baba (1992)** used a shortened form of this scale using 9 (nine) items from total 13 items. Therefore, this scale broadly measures perception on two major fronts:

(i) Time stress items

(ii) Anxiety items

Work-Home Conflict Scale is a 4 point Likert-type scale by Bacharach et al. assesses the extent of conflict between work and home responsibilities. Work-home conflict is a form of inter role conflict in which the role pressures from the work and home domains are incompatible in some respects. This scale has been designed to check the degree to which a job disrupts and affects a person's life at home and attempts to incorporate a broad range of personal and social concerns for both married and unmarried employees. Coefficient alpha for the measure is .77. The study shall also validate both these scales in the Indian context.

3.3 Methods of Data Collection: E-mails to specific journalists were sent to get questionnaires filled (done through Google form). Personal visits to media offices were supplemented to ensure fairness and accuracy in data collection. Personal trips were made to these journalists in all Tier-I cities of Bengaluru, Chennai, Hyderabad, Kolkata, Mumbai and New Delhi.

3.4 Universe of the Study: The universe of the study comprised all fashion and lifestyle journalists working in media organizations of India. For the purpose of methodical collection and considering a highly representative sample, the media organizations and employees in tier-I cities (according to the Human Development Index) were studied.

3.5 Sampling Design: Purposive/judgment sampling technique was adopted for this study. Proportionate samples were studied across print and non-print segments of the media industry, male and female journalists, those from English and vernacular press.

In all, 120 journalists from the tier-I cities including Bangalore, Chennai, Hyderabad, Kolkata, New Delhi and Mumbai were made to fill up the questionnaire and subsequently interviewed (20 from each city, distributed amongst male/female, print/non-print segments, English/vernacular press in the media industry). Hence, at level 1, probability sampling was adopted and at level 2, non-probability sampling (judgment sampling) was adopted.

3.6 Research Design: A descriptive and casual research design was adopted for this study. Research design of the study should ideally correspond to the aims of the research. Since characteristics are being studied and a survey method has been adopted therefore this study is descriptive in nature. Since the effect of one parameter is being measured on another, therefore the study is casual in nature (cause and effect). **Ghauri et al (1996)** suggest that there are three types of research- exploratory research, descriptive research and causal research. The causal research is used when the research problem is structured. Both descriptive and causal research use structured problems. In this study, there was a structured questionnaire which was used to gauge the impact of job stress on work-home conflict of lifestyle and fashion journalists.

3.7 Statistical Tools for Data Analysis: The data was processed through SPSS. The study comprises cause and effect relation between two parameters therefore correlation/regression analysis/ANOVA was applied and t-test was used for testing the hypothesis.

3.8 Operational Definitions:

(i) **Job Stress**- An outcome of organizations and the job and is understood as a feeling of discomfort. It is conceived of as a first-level outcome of the organization and job, it is a feeling of discomfort distinct from second-level outcomes or consequences of job stress. The second-level outcomes may include varying levels of satisfaction, organizational commitment, motivation, and performance. (as defined by Parker & DeCotiis, 1983)

(ii) **Work-Home Conflict-** A form of inter role conflict in which the role pressures from the work and home domains are incompatible in some respects. (as defined by Bacharach et al. 1991)

(iii) **Media Industry**- In this study, media organizations comprising fashion and lifestyle segments have been considered and studied.

(iv) **Type or Media/Segment of Media**- Print and non-print (which includes digital, television and radio) has been considered in this study as the segment or type of media.

(v) **Language of Media**- In this study, English and Vernacular language are the two broad categories that have been taken into consideration. India's most read newspapers are in vernacular or languages, therefore the need to introduce this category in research. However, the digital segment (non-print areas) mostly comprise

content in English (websites and smart phone apps), therefore the segregation has been made accordingly.

3.9 Aims & Objectives:

Media industry is one of the fastest growing segments of the Indian economy **(Kohli-Khandekar 2010)**, it is thus essential to undertake research on human resource management practices being pursued in this area. The results of this study have special significance as the media industry is the fourth largest employer in the country and is witnessing integration with the global media players. Due to unique characteristics of the media industry in India in terms of close and frequent inter-personal interactions, the role it plays in critical matters concerning the nation, competitiveness and fast changing technology, an empirical investigation on influence of job stress on work-home conflict across Indian media is significant.

Based on the gaps in the literature available, following are the key objectives of the study:

1. To critically examine the **job stress** among fashion and lifestyle journalists in the Indian media organizations across different demographic variables including age, gender, marital status, monthly income, family monthly income, length of service, position in the hierarchy, type of media/segment (print and non-print) and language of media in which they are employed.
2. To critically examine the **work-home conflict** among fashion and lifestyle journalists in the Indian media organizations across different demographic variables including age, gender, marital status, individual monthly income, family monthly income, length of service, type of media/segment and language of media in which they are employed.
3. To critically examine the **impact** of job stress on work-home conflict among fashion and lifestyle journalists in the Indian media organizations.

4. To evaluate differences, if any, in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in **print** and **non-print** segments of the Indian media industry.
5. To evaluate differences, if any, in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in **English** and **vernacular language media** in the Indian media industry.
6. To recommend suitable strategies for handling job stress and work-home conflict among fashion and lifestyle journalists in Indian media organizations.

3.10 Research Hypotheses

Corresponding to the objectives stated above, following are the proposed research hypotheses of the study:

Ho1: There is no significant difference in the perceived job stress among fashion and lifestyle journalists across different demographic variables including age, gender, marital status, monthly income, family monthly income and length of service in which they are employed.

Ho2: There is no significant difference in the perceived job stress among fashion and lifestyle journalists based on the type/segment and language of media in which they are employed.

Ho3: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists across different demographic variables including age, gender, marital status, individual monthly income, family monthly income and length of service in which they are employed.

Ho4: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the type of media/segment and language of media in which they are employed.

Ho5: There is no significant relationship between job stress and work-home conflict of the fashion and lifestyle journalists in the Indian media organizations.

Ho6: There is no significant difference in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in print and non-print segments, of the Indian media industry.

Ho7: There is no significant difference in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in English and vernacular language media in the Indian media industry.

Chapter 4

DATA PRESENTATION & ANALYSIS

6.1 Introduction to the chapter

A sample of 120 journalists from across India was taken for this data collection process- this data was systematically taken from six cities- Bengaluru, Chennai, Hyderabad, Kolkata, Mumbai and New Delhi. 20 journalists from each city were personally requested to answer the structured questionnaire and the entire data compilation process was administered by the researcher personally.

This section is divided into two sections- Section A & B. The first section gives a detailed outlook of the socioeconomic demographic variables of the respondents of the study- i.e. the journalists covering fashion and lifestyle beats in print and non-print segment of media. The first section also deals with graphical representation of each question of the Job-Stress and Work-Home Conflict Scale.

The second section- Section B deals with answers to all hypotheses. Step by step it explains how these hypotheses have been proved or disproved. It also elucidates the correlation between the two main variables of the study- Job Stress and Work-Home Conflict.

The software used for the data analysis in this study was SPSS (Statistical Package for the Social Sciences) 24.0.

SECTION A

Following is the presentation of data collected for the study:

6.1 Demographics

Profile of Journalists: Data pertaining age, gender, type of media, language of media, marital status, individual monthly income, family monthly income, length of service in the media industry and location of work was collected. These parameters enabled the researcher to investigate more about the circumstances leading to job stress of journalists and their work-home conflict. They also helped in putting things in perspective when the result was analyzed to draw final conclusions- to find the impact of job stress on work-home conflict of journalists.

(i) The table below describes the break-up of age of the respondents

Table 8. Data representation of the age of journalists (across six cities)

		Frequency	**Percentage**
Age (in years)	18-25	4	3.3
	26-35	34	28.3
	36-45	62	51.7
	46-55	20	16.7
	Total	120	100.0

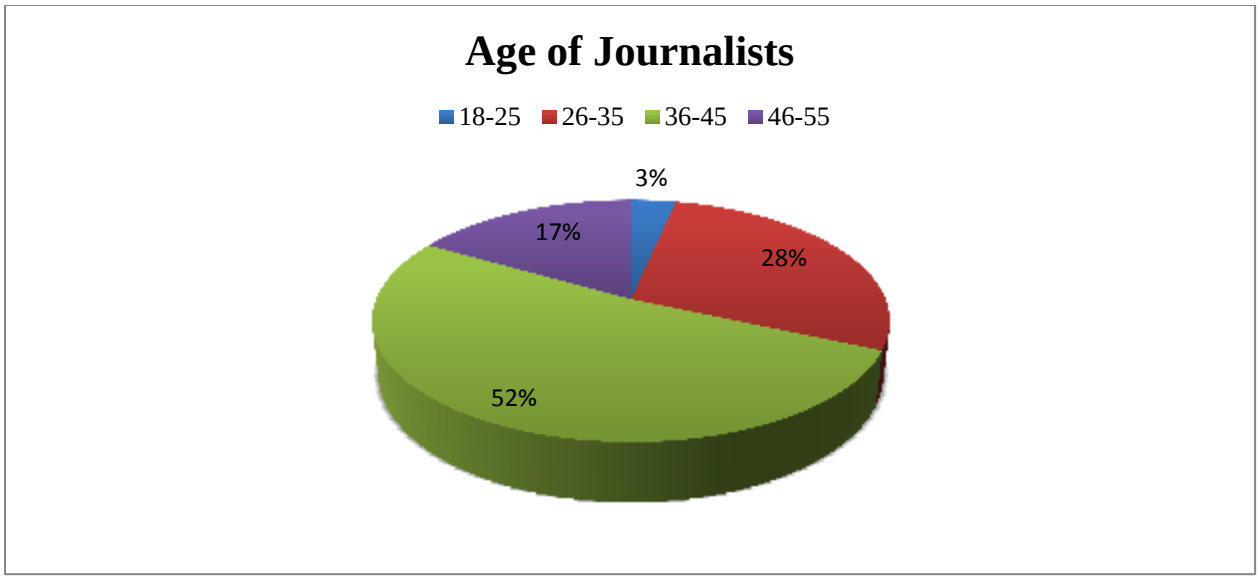

Figure 1. Graph depicting the age of journalists (respondents) across six cities

Explanation: The data collected shows that a majority of these fashion and lifestyle journalists were from the age bracket of 36-45 years (nearly 52%), 28% belonged to the age group of 26-35 years, 17% of the journalists hailed from the age bracket 46-55 years and only 3% were from 18-25 years age group.

The data reveals that very few fashion and lifestyle journalists were from younger age bracket and most of them belonged to an average age bracket of 36-45 years. Ranging from Principle Correspondent to Assistant Editor and other Editor-level positions, all are attained within this age bracket by most journalists.

(ii) The table below shows the break-up of gender of the respondents

Table 9. Data representation of the gender of journalists (across six cities)

Gender	Male	25	20.8
	Female	95	79.2
	Total	120	100.0

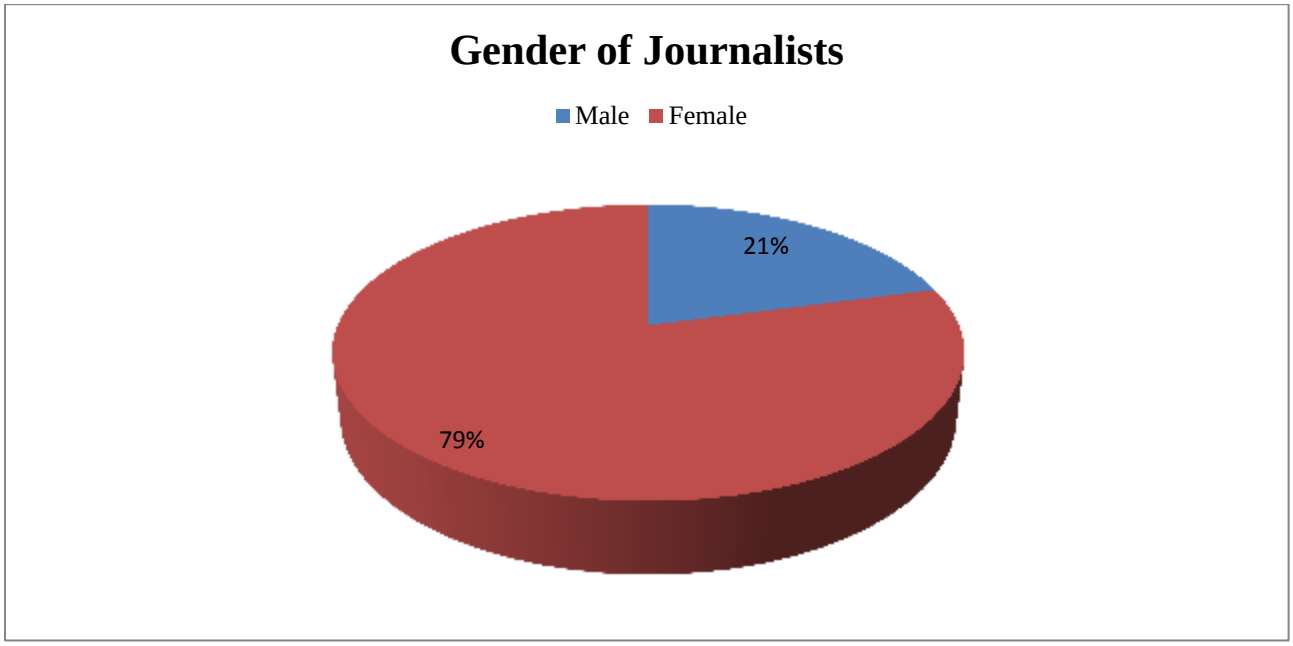

Figure 2. Graph depicting gender of the journalists (as respondents of study)

Explanation: The data collected from the six cities was focused on interviewing the fashion and lifestyle journalists, irrespective of the gender. 20 journalists each from each of the six cities were interviewed. The gender mapping of the respondents suggested that 79% respondents were female while 21% of the respondents were males. This is also a clear indication of more number of females covering the lifestyle and fashion beat compared to males.

What has been seen in this data presentation is also evident as a ground reality. In Chandigarh region for instance, 8 out of 10 fashion and lifestyle journalists working in national newspapers- English and vernacular both are females! This coincides with the pan-India data collection of fashion and lifestyle journalists.

(iii) The table below shows the break-up of Type of Media to which respondents belong

Table 10. Data representation of the Type of Media of journalists (across six cities)

Type of Media	Non-Print	48	40.0
	Print	72	60.0
	Total	120	100.0

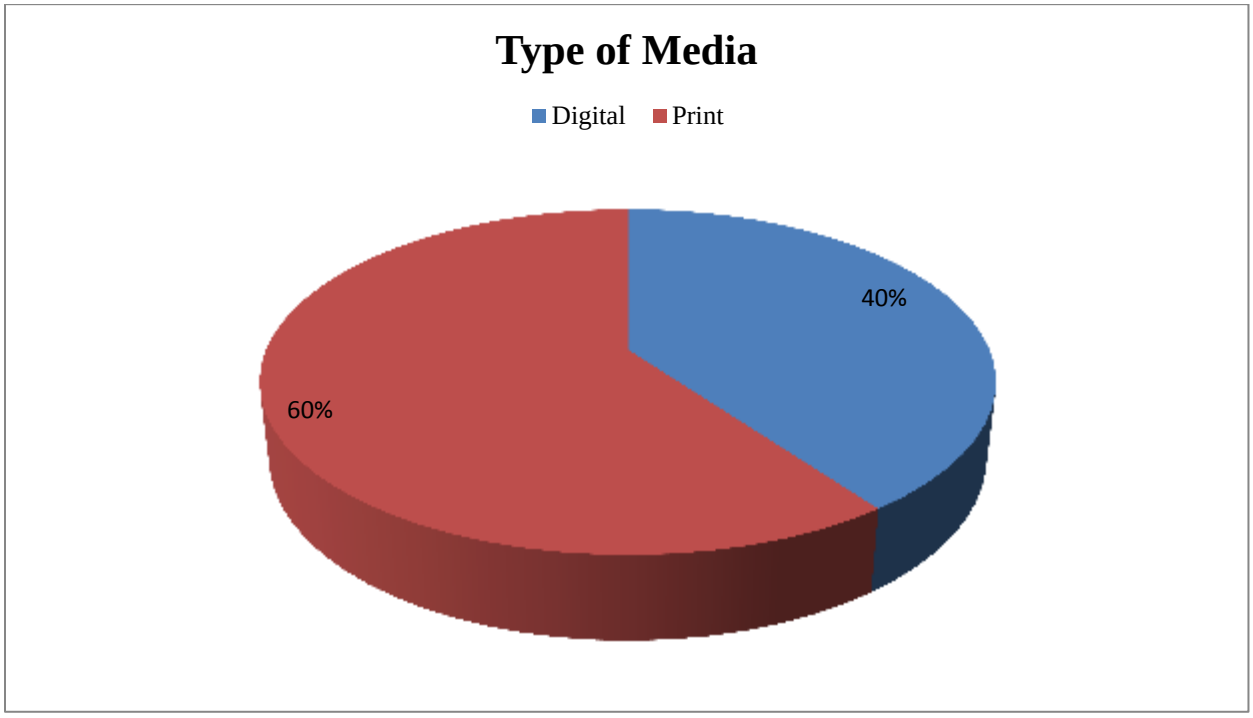

Figure 3. Graph depicting the type of media for the respondents of study

Explanation: The above data shows that 60% of these fashion and lifestyle journalists belonged to the print media category. Despite the trend of social media portals (related to film, entertainment, celebrities, lifestyle, fashion among others), the print media lifestyle and fashion segment still has a larger hold when it comes to fashion and lifestyle coverage. 40% (48 out of 120 respondents) of the journalists belonged to the non-print media category.

(iv) The table below shows the break-up of the Language of Media of the respondents

Table 11. Data reflecting the Language of Media of the journalists

Language of Media	English	71	59.2
	Vernacular	15	12.5
	Both	34	28.3
	Total	120	100.0

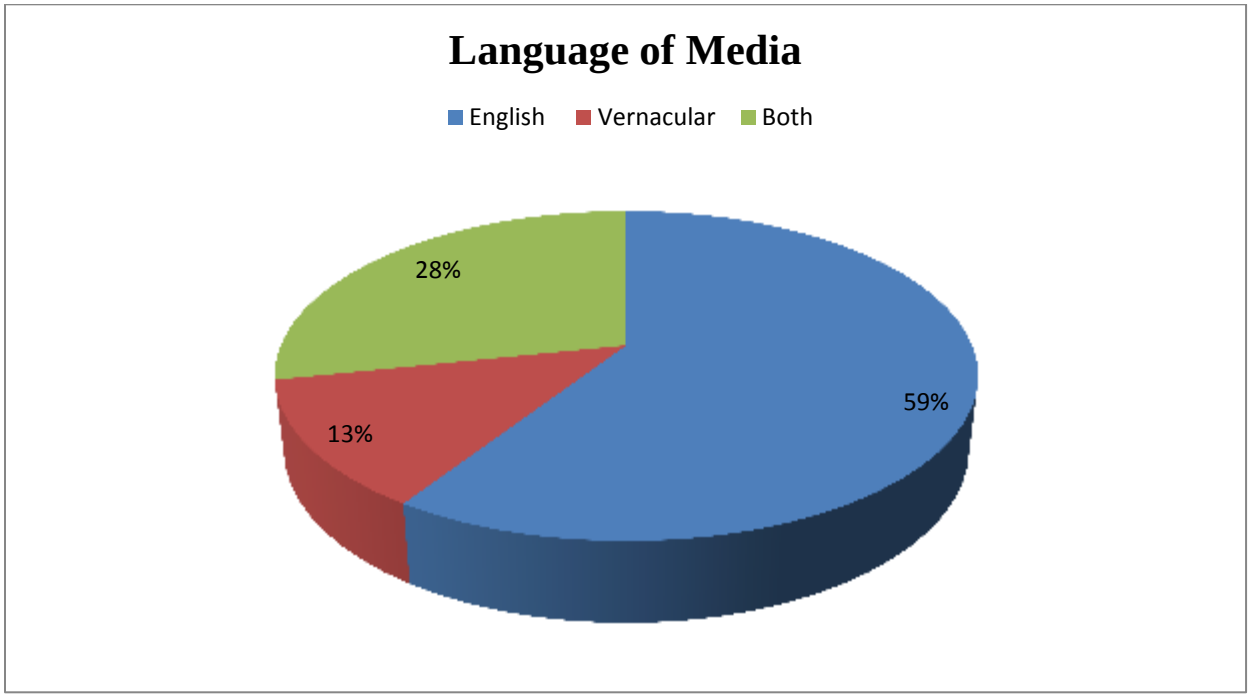

Figure 4. Graph depicting the Language of Media of the respondents

Explanation: The above graph reveals that a majority of the respondents hailed from English newspapers, magazines and digital media portals. 71 out of 120 journalists (59%) from English media, while 28% were those journalists who used bilingual media as their language of communication. 13% fashion and lifestyle journalists were from vernacular media background and communication in regional or local dialect.

One of the prime reasons of this data is that the information was gathered from the Tier-I cities where English is the prime medium of communication with people and of news. Even as

vernacular newspapers are the most read in the country according to various surveys and reports, this data may just a reflection of fashion and lifestyle journalists in particular.

(v) The table below shows the break-up of marital status of the respondents

Table 12. Data showing marital status of the journalists from six cities

Marital status	Single	43	35.8
	Married	62	51.7
	Divorced/Separated	15	12.5
	Total	120	100.0

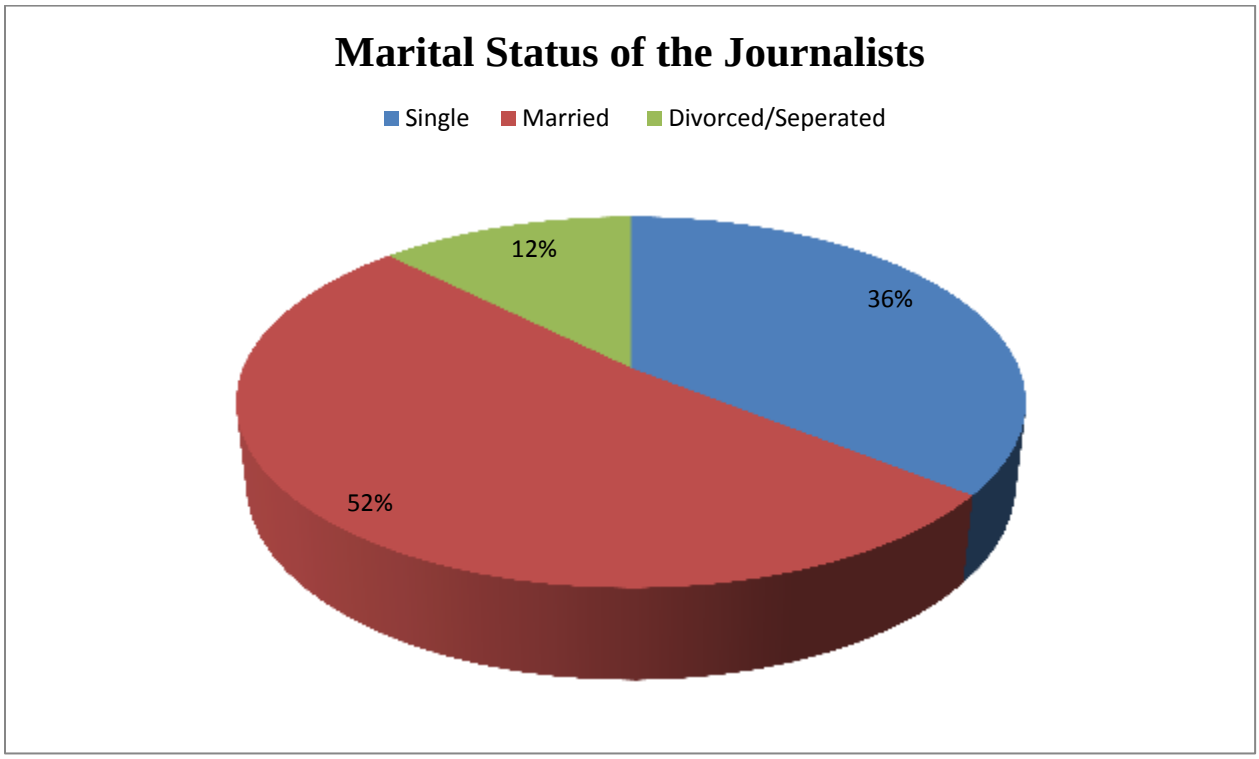

Figure 5. Graph showing the marital status of journalists from six cities

Explanation: The above graph depicts that 52% respondents (fashion and lifestyle journalists) were married, while 36% were single and 12% were separated or divorced. This is a reflection of

the personal relationships of fashion and lifestyle journalists from the six Tier-I cities under consideration. This will eventually show impact on their job stress level and work-home conflict.

(vi) The table below shows the break-up of individual monthly income of the respondents

Table 13. Data showing the break-up of individual monthly income of the respondents

Individual Monthly Income (in Rs)	<Rs.25000	15	12.5
	Rs. 25000-50000	86	71.7
	>Rs. 50000	19	15.8
	Total	120	100.0

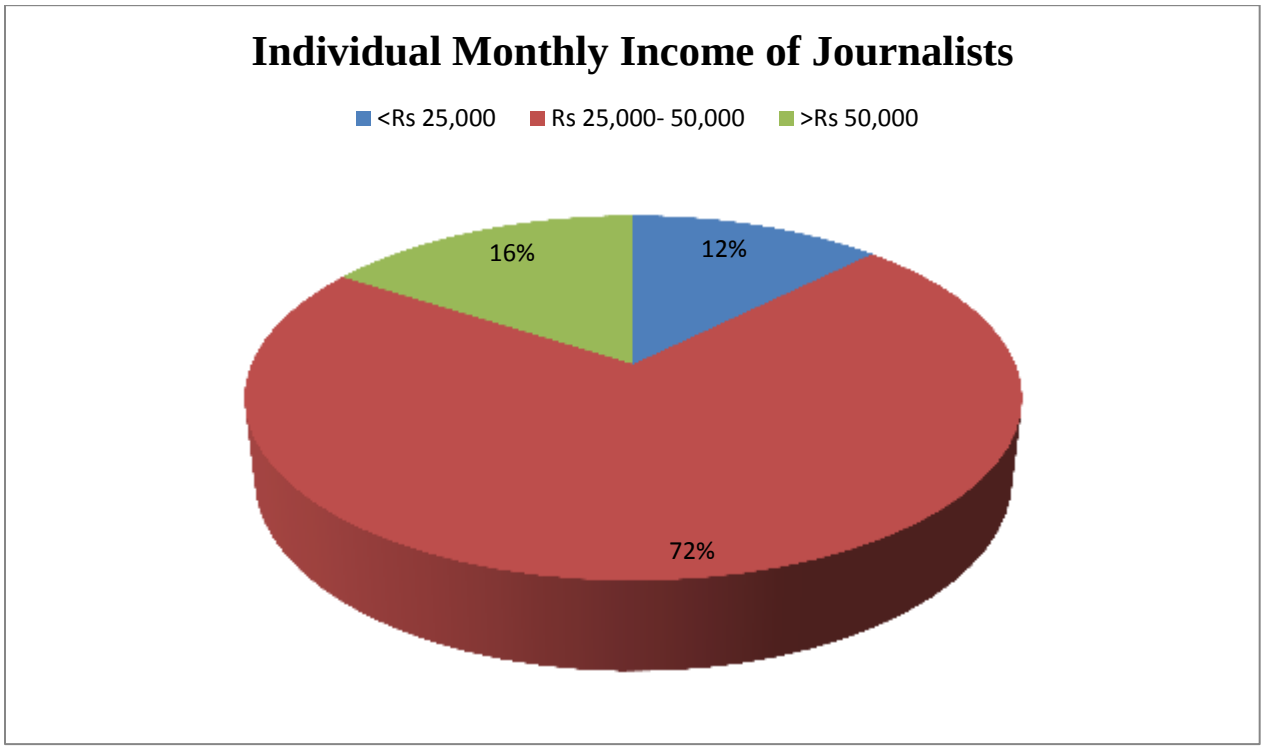

Figure 6. Graph depicting the individual monthly income of journalists

Explanation: The above graph shows that 72% of the respondents had a monthly individual income between Rs 25,000- 50,000. About 16% of them had a salary of Rs 50,000 or above and 12% respondents had monthly salary less than Rs. 25,000. 86 out of 120 respondents of this study were from the majority salary bracket of 72%, pointing at the average salaries offered to the fashion and lifestyle journalists in the India media industry.

(vii) The table below shows the break-up of Monthly Family Income of the respondents

Table 14. Data reflecting the Monthly Family Income of the Journalists from six cities

Monthly Family income	<Rs.25000	4	3.3
	Rs. 25000-50000	30	25.0
	Rs. 50000-75000	45	37.5
	>Rs.75000	41	34.2
	Total	120	100.0

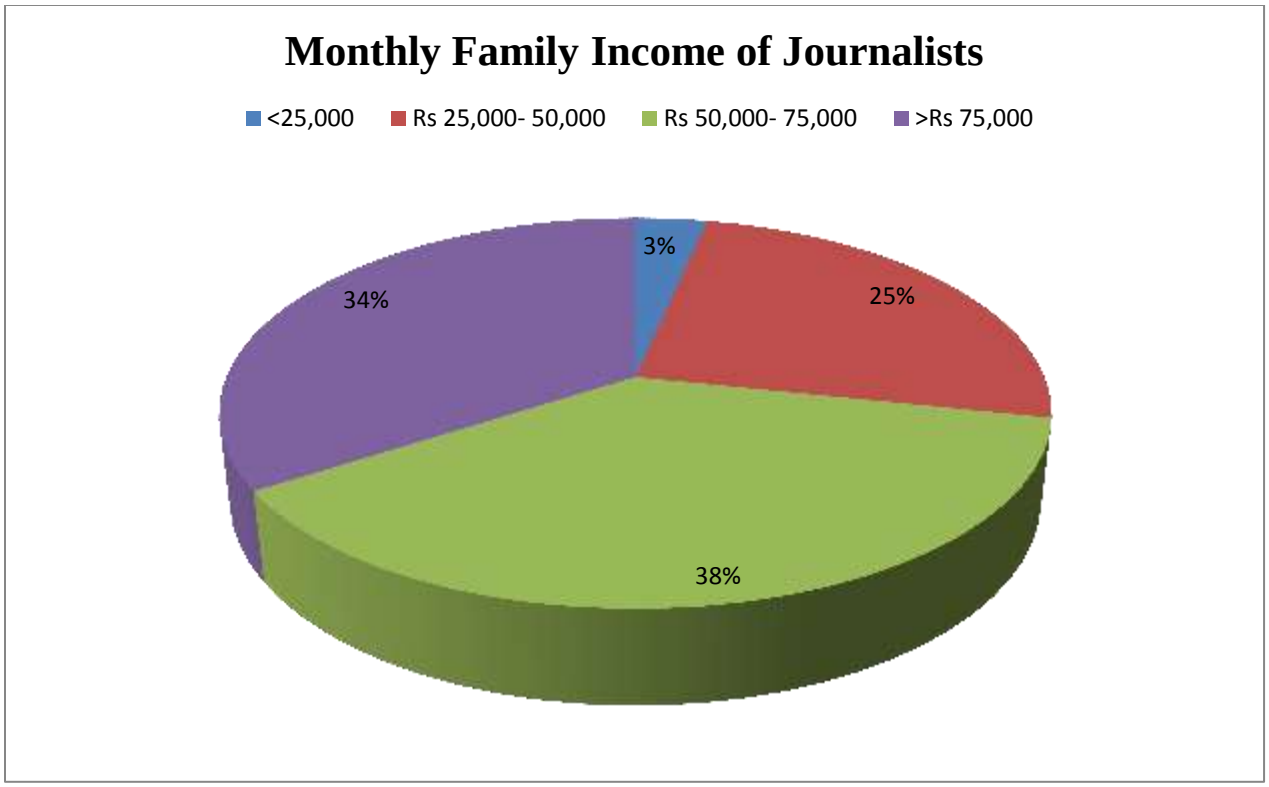

Figure 7. Graph showing the monthly family income of journalists

Explanation: The above graph shows that 38% of the respondents had a monthly family income between Rs 50,000-75,000. As per the data collected, this shows the economic condition of journalist residing in Tier-I cities. Most of these cities have high cost of living.

About 34% of them had a family monthly income of above Rs. 75,000 and 25% respondents had monthly family income between Rs. 25,000-50,000, most of these families (in this income bracket) comprised those in which the journalist (respondent) was the sole bread winner of the family and the entire expenses were being borne by him or her. Very less, i.e. only 3% of the journalists had the monthly family income less than Rs 25,000. Considering the cost of living of bigger cities, this income figure appears modest.

(viii) The table below shows the break-up of Length of Service in Media Industry of the respondents

Table 8. Data showing the length of service in the media industry of the respondents

Length of Service in Media Industry	<5 years	10	8.3
	5-10 years	80	66.7
	11-20 years	30	25.0
	Total	120	100.0

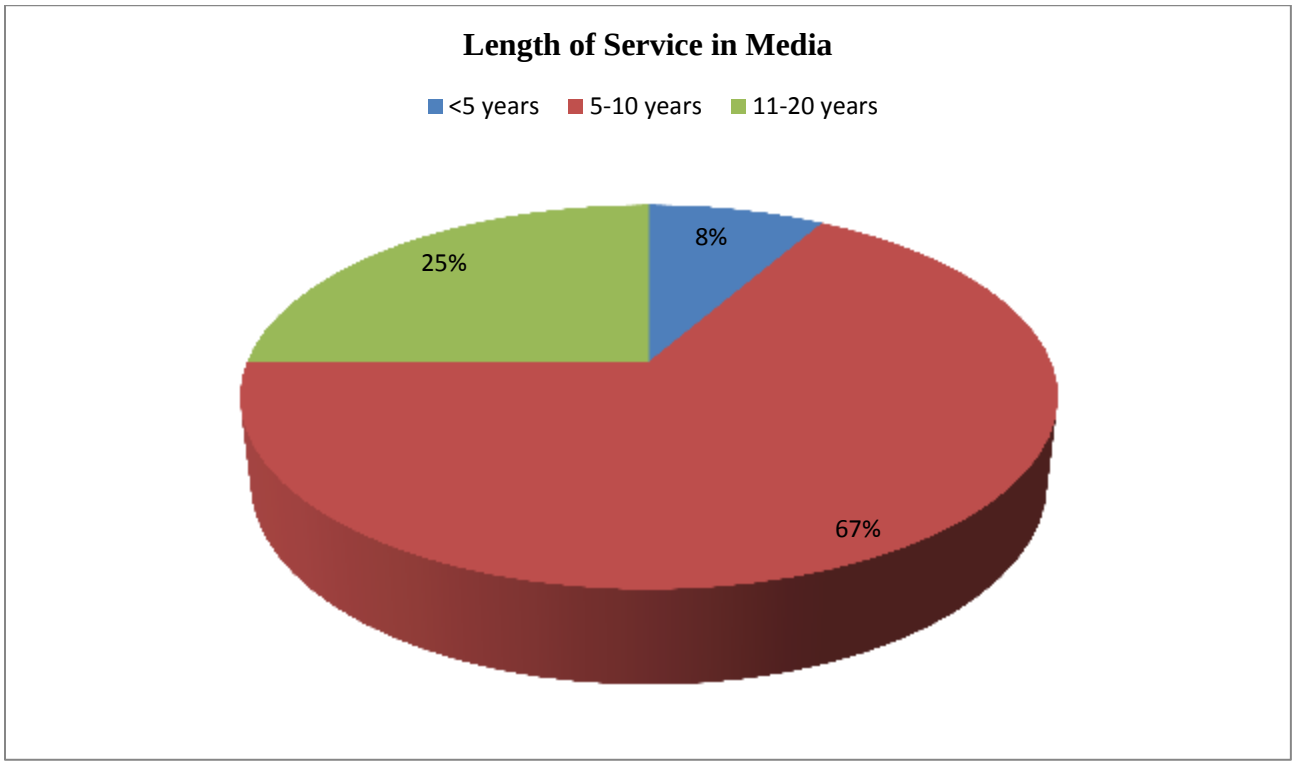

Figure 8. Graph depicting the length of service in the Media Industry of the fashion and lifestyle journalists

Explanation: The above graph shows that nearly 67% of the fashion and lifestyle journalists were those who had an average 5-10 years of experience in the media industry. About 25% of the fashion and lifestyle journalists have 11-20 years of media experience, while 8% journalists has

less than five years of media experience. The graph shows that a majority of these fashion journalists had some previous experience of or in the media industry.

(ix) The table below shows the break-up of gender of the respondents

Table 9. Location of work of the fashion and lifestyle journalists under consideration

Location of work	Bangalore	20	16.7
	Chennai	20	16.7
	Delhi	20	16.7
	Hyderabad	20	16.7
	Kolkata	20	16.7

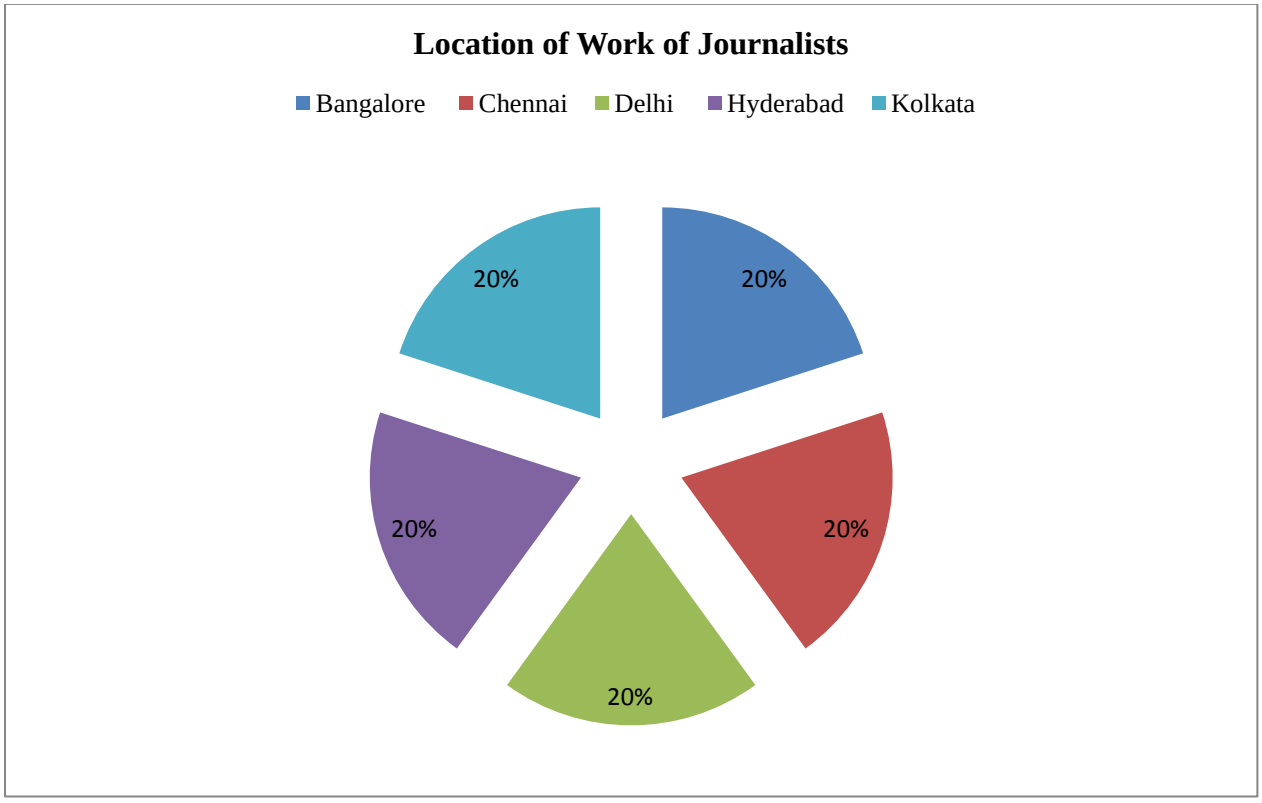

Figure 9. Graph showing the location of work of the respondents

Explanation*:* The above graphs shows that the data was equally collected from all Tier-I cities. 20 fashion and lifestyle journalists were interviewed in these cities and the structured questionnaire was administered. Equal quantum of journalists from each city ensured that result was more authentic and was a representative sample of fashion and lifestyle journalists of India was taken for the research. However, due to large scale diversification of our cultures, values and belief systems in India, it is a challenging task to generalize the causes of job stress and evaluating parameters like work-home conflict for journalists.

6.2 Result corresponding to Job Stress and its Aspects

The following table depicts the various aspects related to Job Stress and the corresponding response of journalists on each one of them:

Table 10: Different aspects related to Job Stress and the corresponding response of journalists on each one of them

Response → Question No. ↓	1	2	3	4	5	Mean	Rank
1	21(17.5)	61(50.8)	14(11.7)	15(12.5)	9(7.5)	3.58	4
2	41(34.2)	50(41.7)	0(0)	17(14.2)	12(10)	3.76	3
3	41(34.2)	40(33.3)	20(16.7)	8(6.7)	11(9.2)	3.77	2
4	60(50)	22(18.3)	14(11.7)	13(10.8)	11(9.2)	3.89	1
5	22(18.3)	60(50)	14(11.7)	11(9.2)	13(10.8)	3.56	5
6	22(18.3)	62(51.7)	4(3.3)	20(16.7)	12(10)	3.52	6
7	23(19.2)	61(50.8)	4(3.3)	16(13.3)	16(13.3)	3.49	7
8	24(20)	60(50)	4(3.3)	11(9.2)	21(17.5)	3.46	8
9	2(1.7)	49(40.8)	24(20)	36(30)	9(7.5)	2.99	11
10	2(1.7)	52(43.3)	28(23.3)	29(24.2)	9(7.5)	3.08	9
11	2(1.7)	53(44.2)	24(20)	32(26.7)	9(7.5)	3.06	10
12	36(30)	1(0.8)	0(0)	3(2.5)	80(66.7)	2.25	13
13	10(8.3)	46(38.3)	5(4.2)	11(9.2)	48(40)	2.66	12

Here is the detailed break-up of the response of these fashion and lifestyle journalists on each of the question pertaining to their Job-Stress.

6.3 Times Stress Related Questions and Their Responses:

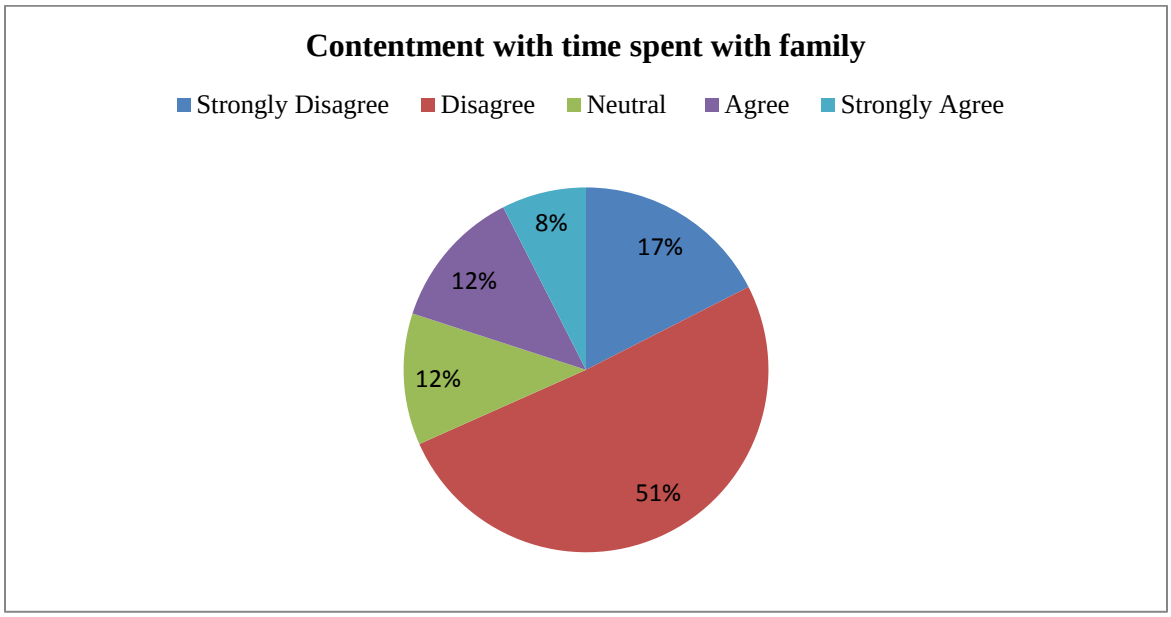

Figure 10. Contentment with time spent with family

Explanation: For the first question in the job stress questionnaire which revolves around 'Spending quality time with family', a majority of respondents did not agree with the statement and 50.8% of them registered a score of 2 on a scale of 5. This implies that most of these fashion and lifestyle journalists were content with the time they are spending with their family.

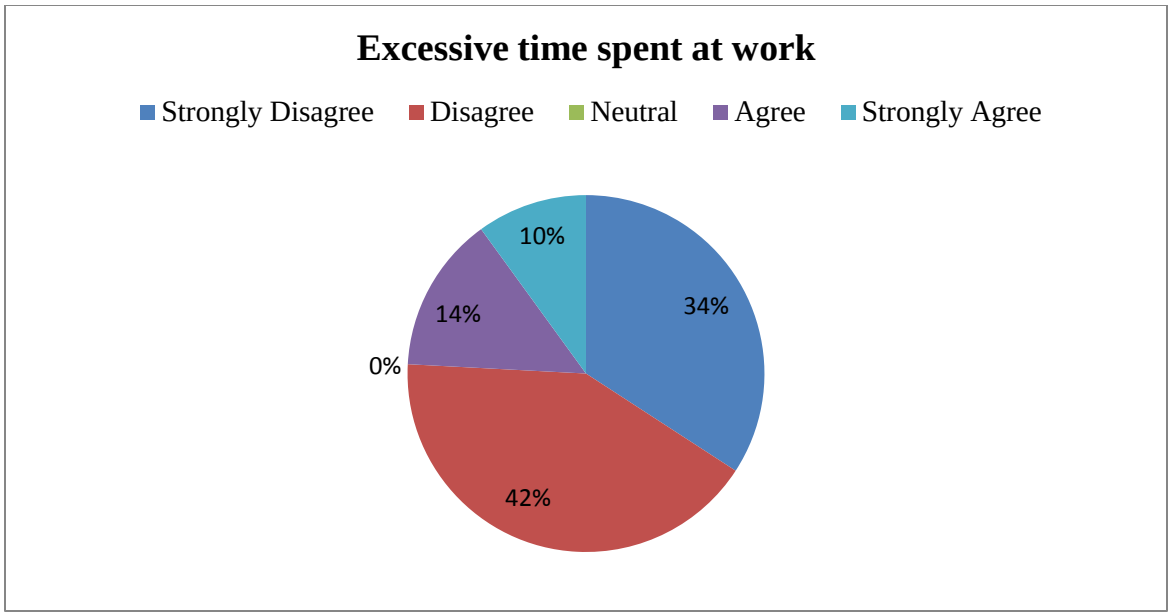

Figure 11. Response on Excessive time spent at work by Fashion and Lifestyle Journalists

Explanation: The second question pertains to excessive time spent at workplace and to this 41.7 % respondents did not agree and 32.4 % strongly disagreed. This implies that although journalism is a demanding and high-pressure profession, yet journalists do not end up spending excessive time spent at workplace. This could be largely attributed to the fact that fashion journalism is not about deadlines but stories of human values, humanizing, features unlike the tight deadline scenario of hard-news journalists.

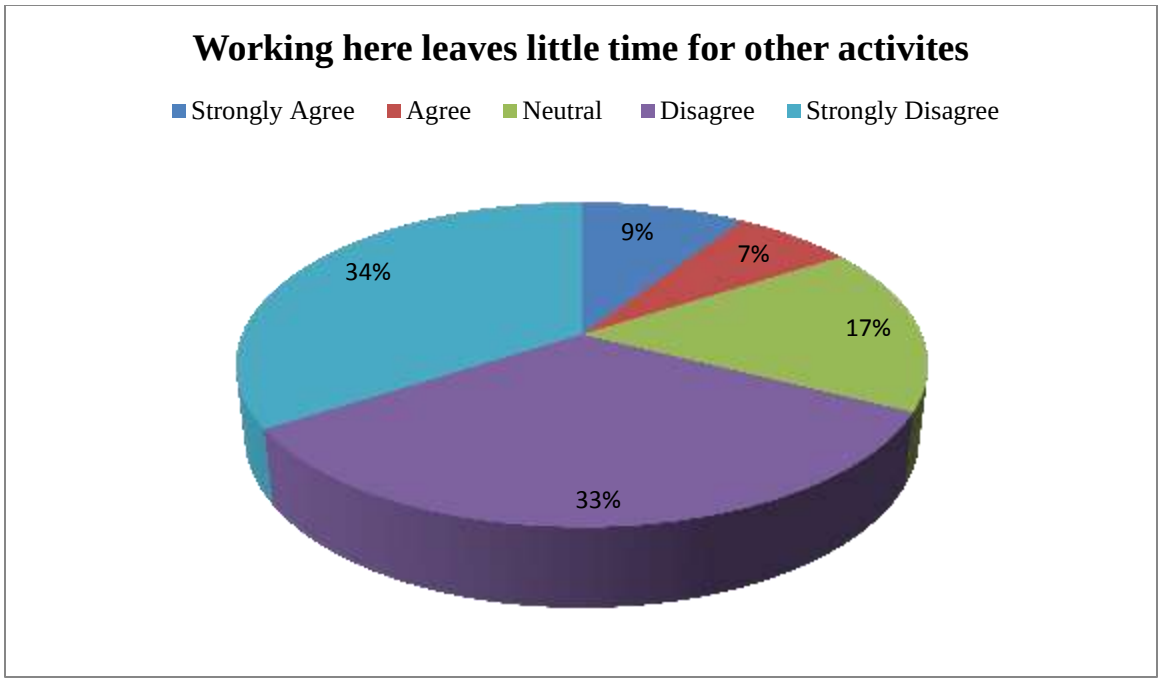

Figure 12. Response on time stress item (of Job Stress Scale)

Explanation: The next question pertains the time left with journalists for other activities (other than work). A majority of fashion and lifestyle journalists responded that they disagreed with the statement (nearly 67%). 34% of the respondents said they did not feel that working in the existing organization gave them little time for other activities, while 33% of them disagreed with the statement. 17% respondents were neutral in their approach to this question, while only 9% strongly agreed and 7% agreed with the statement.

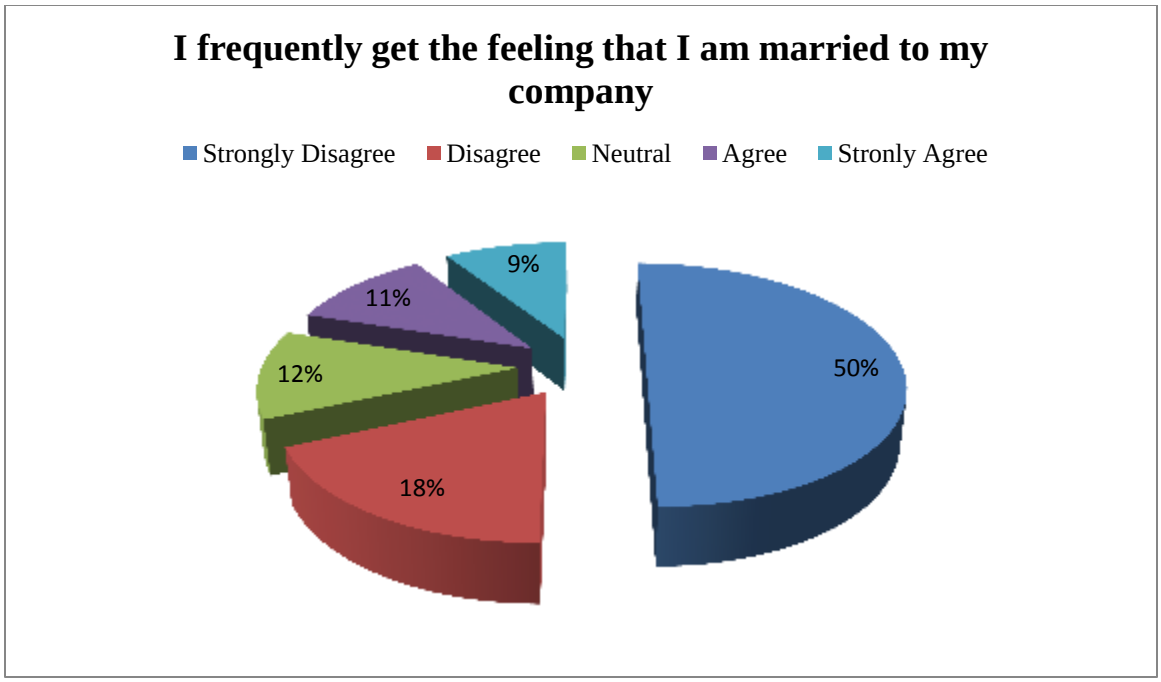

Figure 13. Response on a time-stress item of job stress questionnaire

Explanation: Since all the above questions are pertaining time-stress items of the job stress questionnaire, hence they revolve around time left with journalists for activities that they like or for personal life. This question says- that I often get the feeling that I am married to my company. To this question the journalists responded that 50% of them strongly agreed to the statement. This implies that they feel most of their energy and time goes to the organization. Another 9% of journalists agreed to the statement (amounting to nearly 59% who agree with this statement.

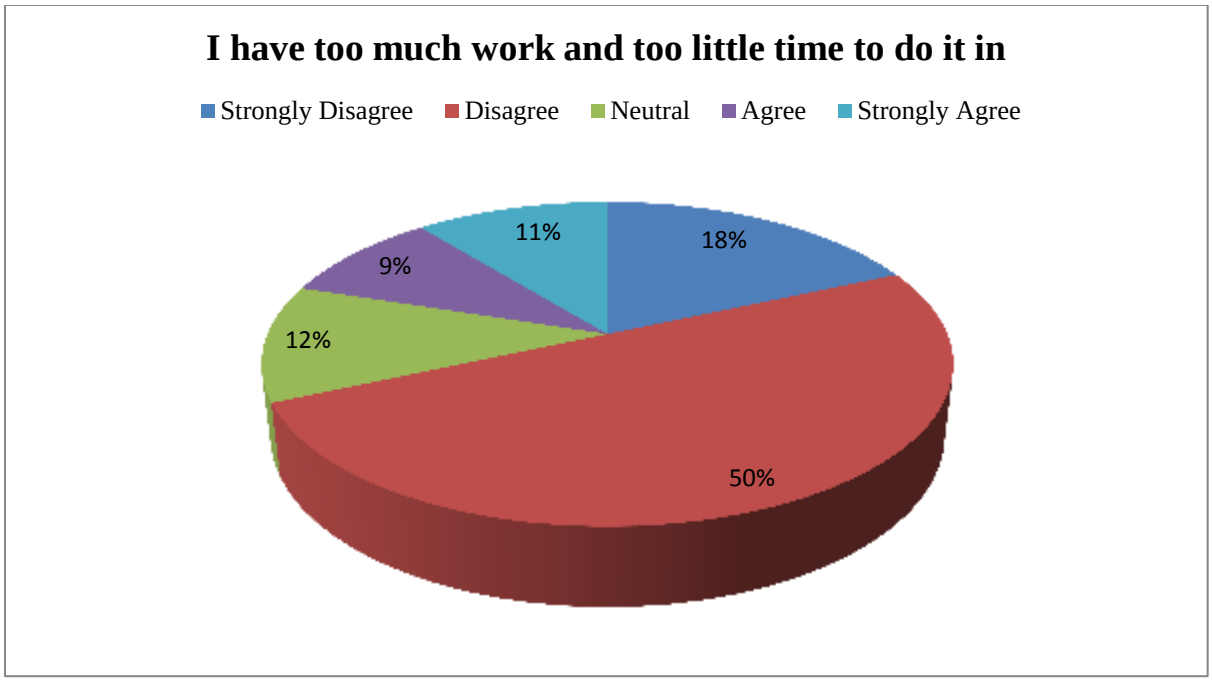

Figure 14. Response on the question 'I have too much work and too little time to do it in'

Explanation: This question says- I have too much work and too little time to do it in. This question itself is an indicator of high stress measure. One of the generic definitions of stress is- having too much work to do and too little time for it. To this 50% journalists opined that they did not agree with the statement. This implies that these fashion and lifestyle journalists have sufficient time to do their daily work-related chores. They do not feel the pressure of excess work load and relatively less time for it.

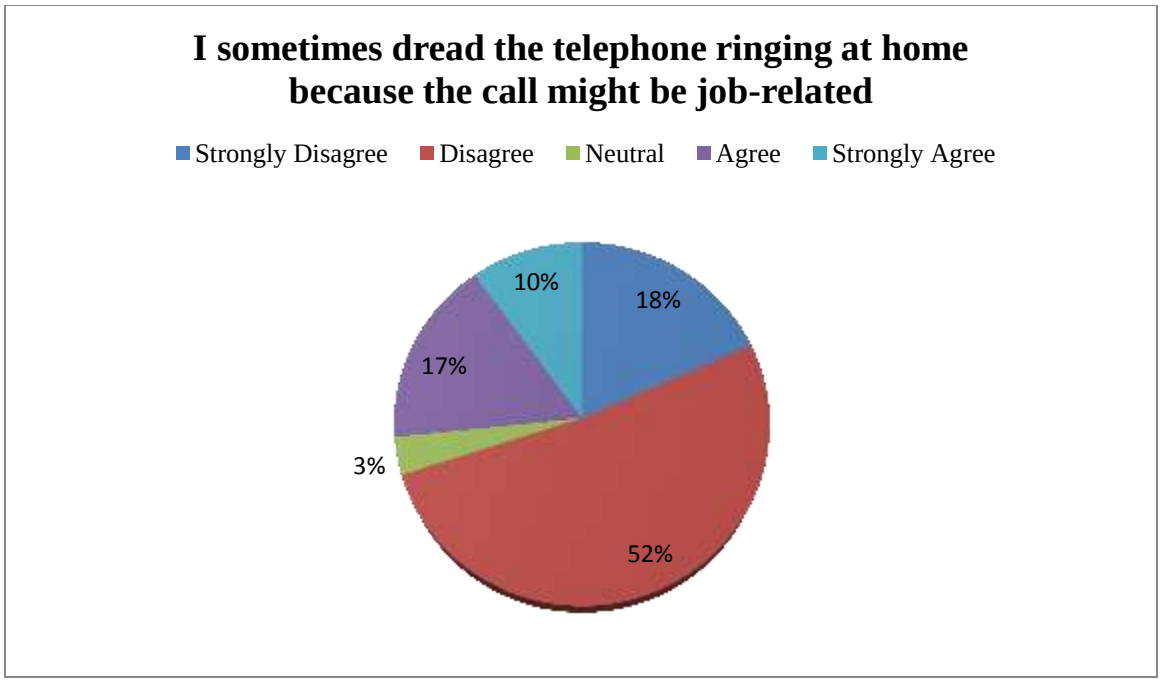

Figure 15. Response on a time-stress item of Job Stress Scale (dreading the phone call at home)

Explanation: This question says- I sometimes dread the telephone ringing at home because the call might be job-related. This question is an assessment of the work situation- evaluating how much stress phone calls cause to these journalists. 52% of the respondents said that they did not agree with statement. This suggests that these journalists who deal and fashion and lifestyle beats, do not feel excessively burdened or pressurized with their jobs. Further 18% people disagree with the statement, which strengthens the result that the journalists do not feel haunted by the phone calls they get.

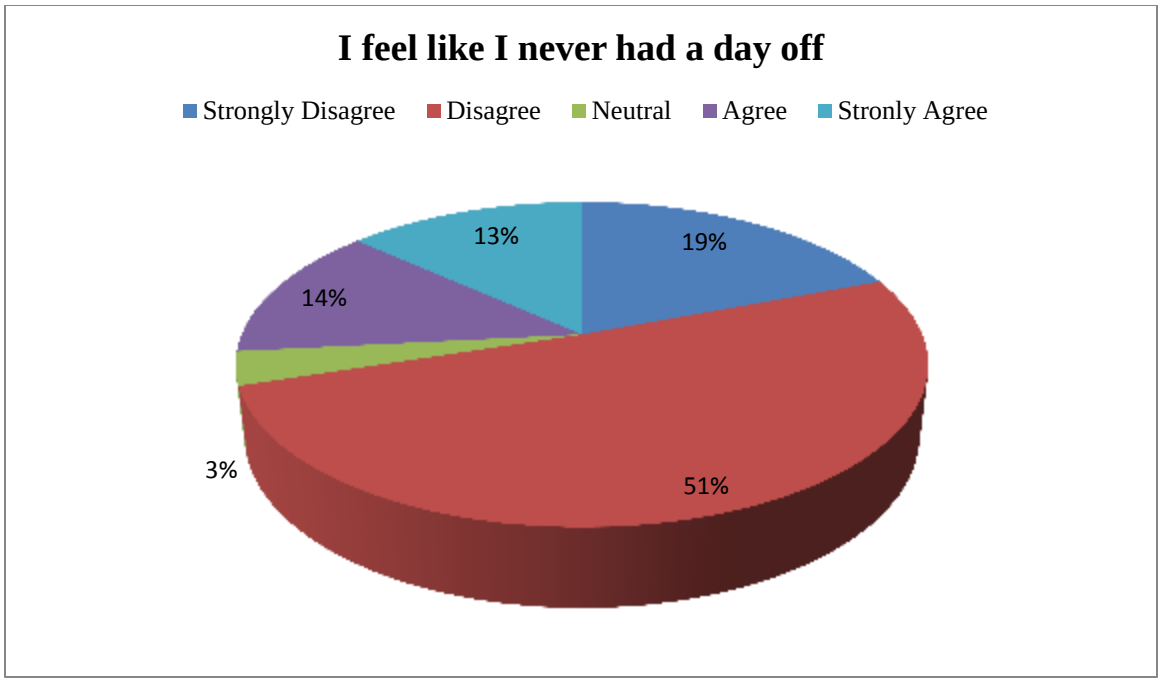

Figure 16. Response on 'I feel like I never had a day off'

Explanation: This question talks about the much needed break for a journalist. It mentions- I feel like I never had a day off. This means that the work takes too much toll on an employee that they forget the last time they had a holiday. Lack of relaxation and break is the focal point of this question. Nearly 51% respondents said that they strongly disagree with the statement while 33% said that they agreed to this statement. This implies that holiday or taking a day off is not a major stress factor for most of these journalists.

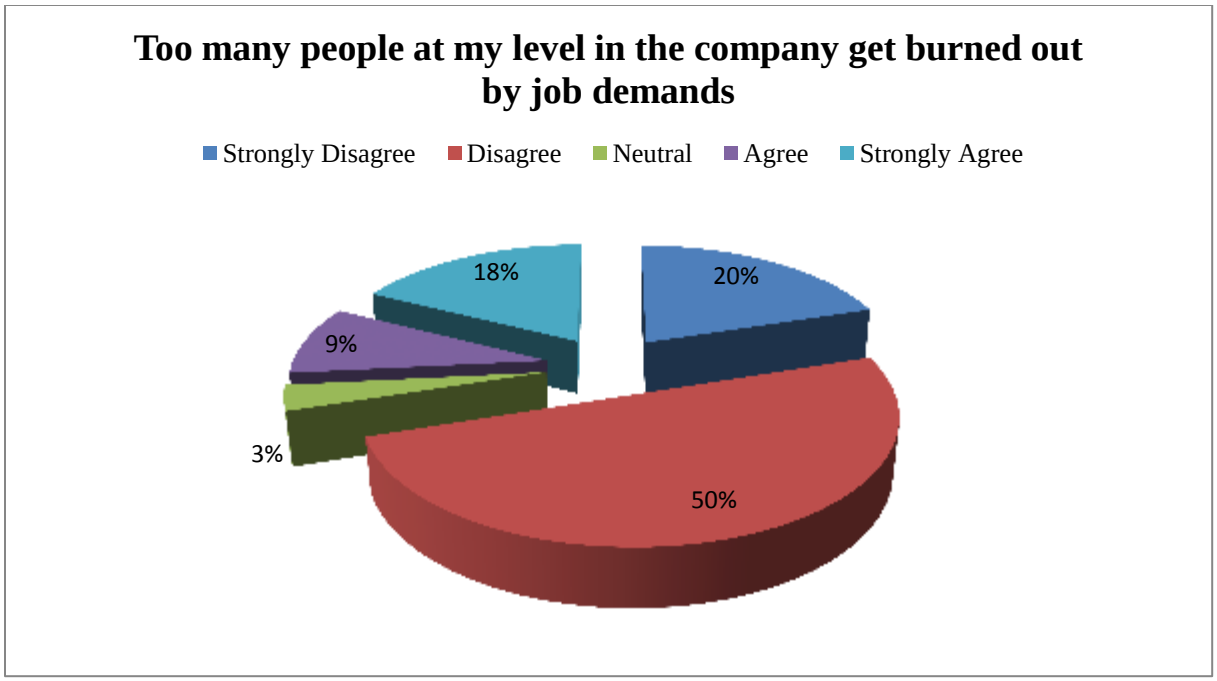

Figure 17. Response on question 'Too many people in my level in the company get burned out by job demands'

Explanation: This question revolves around the job demands of a journalist. It says that too many people at my level in the company get burned out by job demands. 50% journalists disagreed to the statement and 20% journalists strongly disagreed with the statement, hence in all nearly 70% journalists opined that the other colleagues at their work are not burned out by job demands. Most employees opine that their work atmosphere is not miserable. This is specific case of fashion and lifestyle journalism.

6.4 Anxiety Related Items and Their Responses:

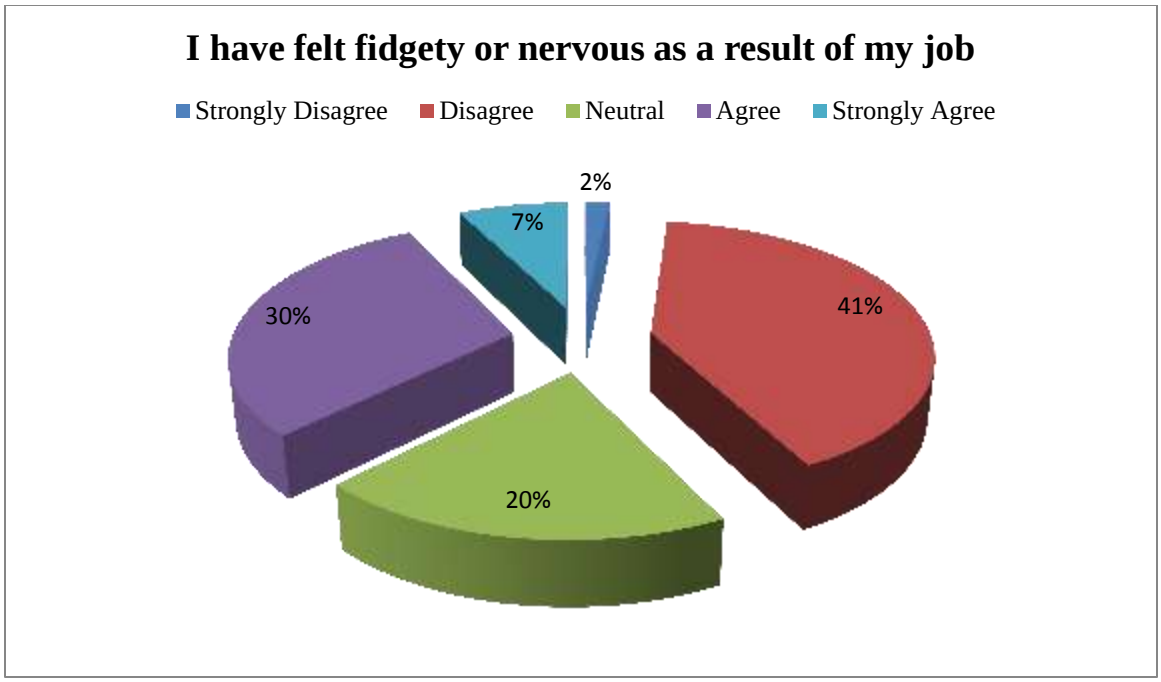

Figure 18. Response on 'I have felt fidgety or nervous as a result of my job'

Explanation: This question says that I feel fidgety or nervous as a result of my job. Both fidgety and nervous are negative emotions and are an indicator of more stress at work. Nearly 37% journalists responded that they agreed to this statement. 41% journalists disagree with the statement while 20% were neutral on it. The answer to this question shows a mix response from the fashion and lifestyle journalists not resulting in any conclusive outcome.

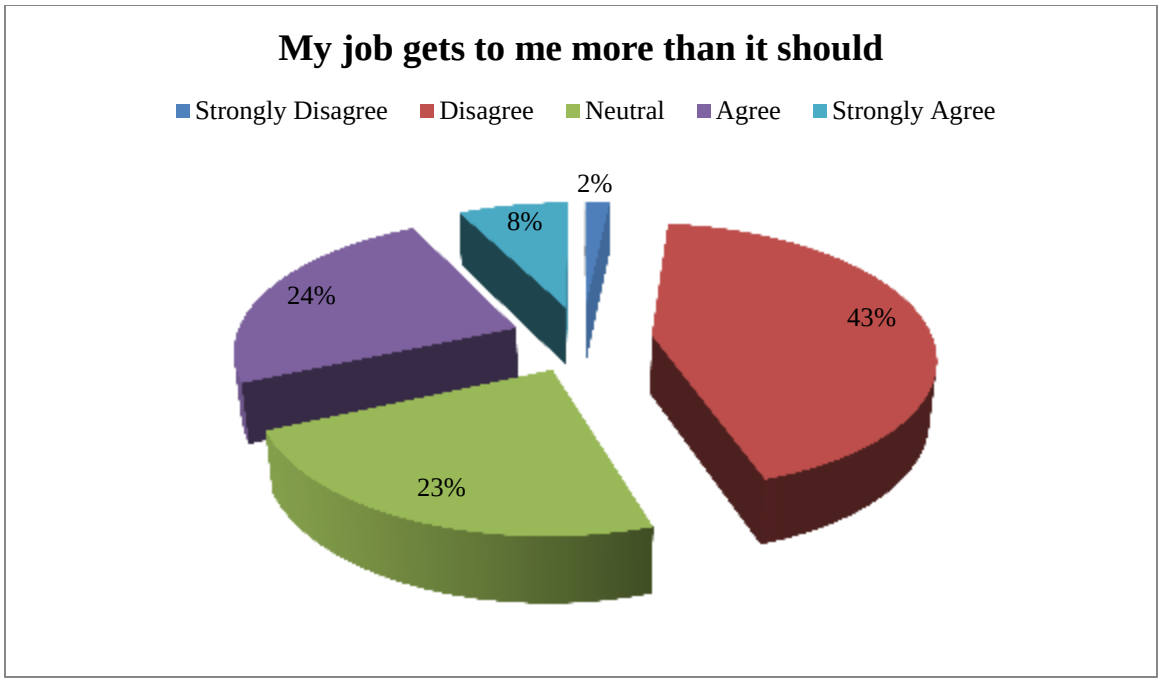

Figure 19. Response on 'My job gets to me more than it should'

Explanation: This question says that my job gets to me more than it should. It means that the job is the primary impression of their life, more than family or personal priorities. To this 43% respondents disagreed with the statement while 32% journalists agreed to the statement. Greater number of respondents felt that their job does not get on them more than it should.

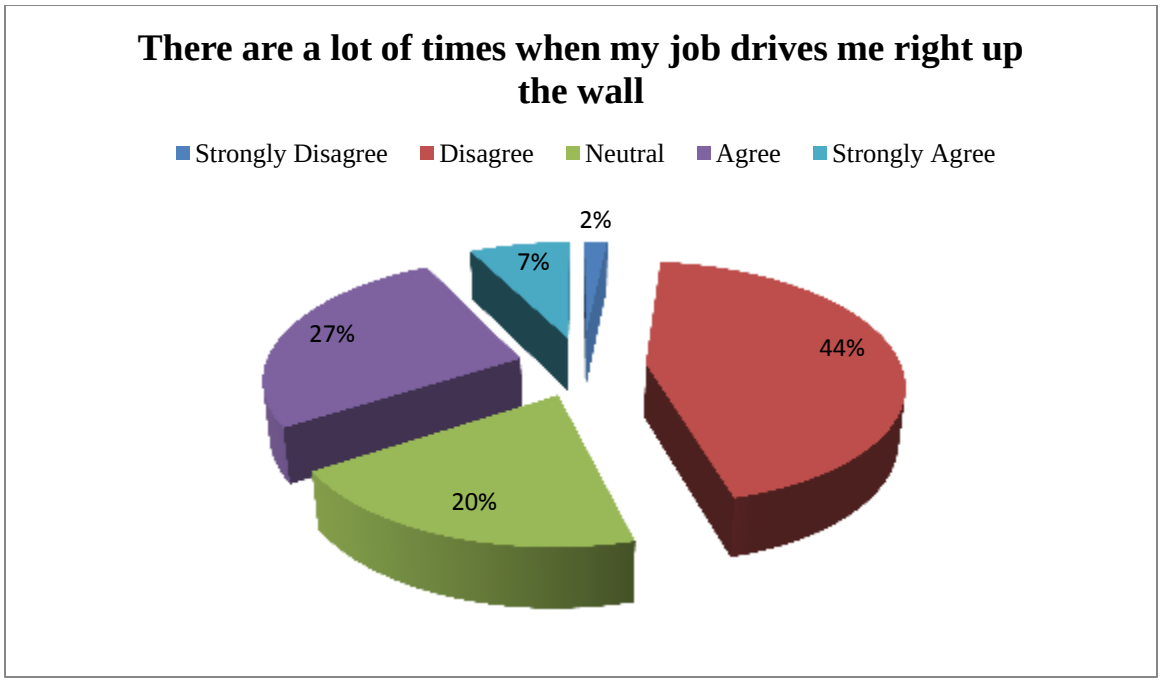

Figure 20. Response on 'There are a lot of times when my job drives me right up to the wall'

Explanation: This question says that there are a lot of times when their job drives them right up to the wall. To this question nearly 44% respondents said that they disagreed with the statement, while 34% agreed and strongly agreed with the statement (collectively).

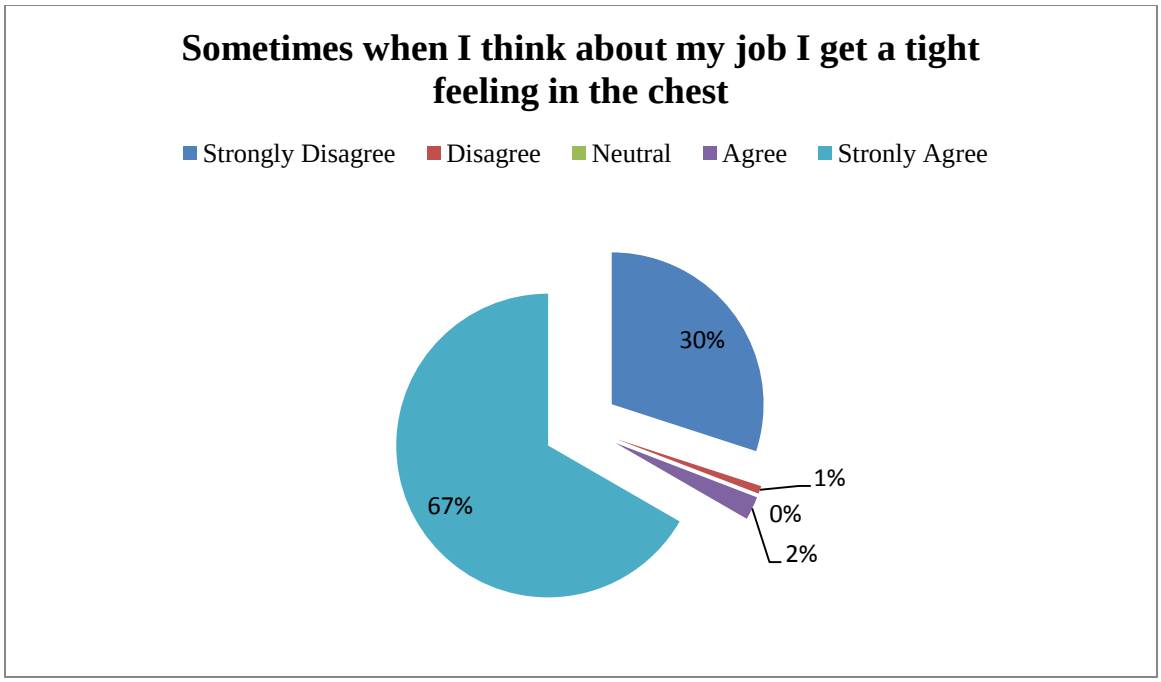

Figure 21. Response on question 'Sometimes when I think about my job I get a tight feeling in the chest'

Explanation: This question says that- sometimes when I think about my job I get a tight feeling in the chest. This question is an indicator of the anxiety caused by the job on them eventually resulting in job stress. To this 67% respondents said that they agreed with the statement and 30% did not agree with the statement. This is an indicator that fashion and lifestyle journalists interviewed in this study felt that there was some kind of discomfort that was associated with their job.

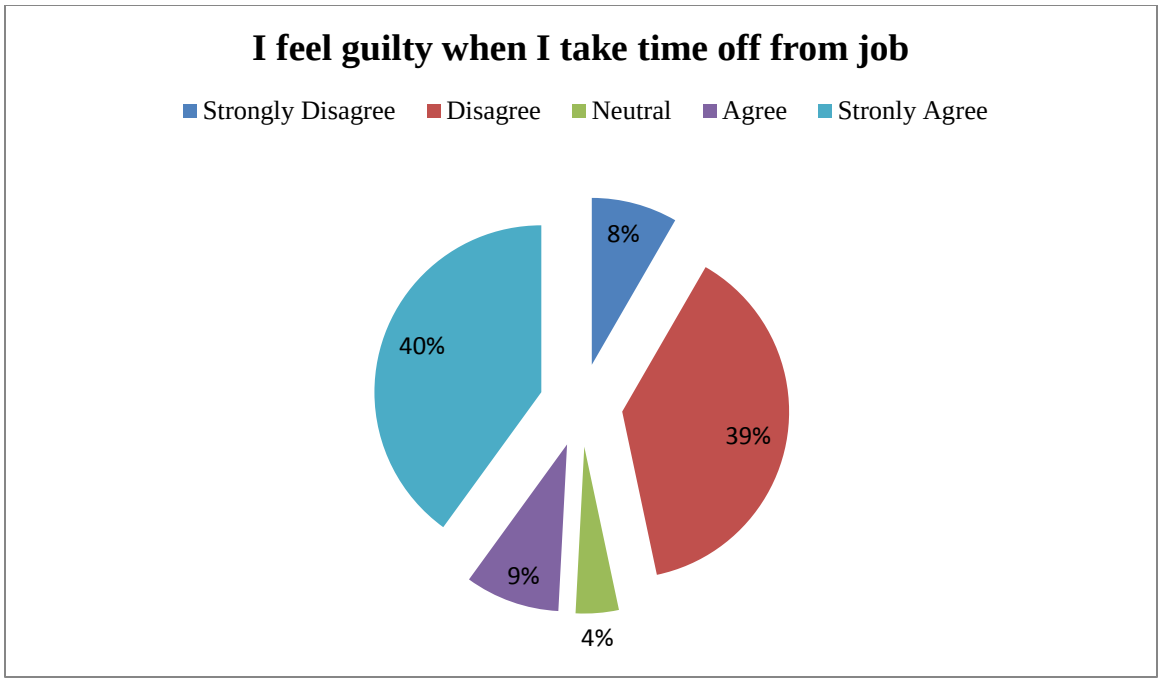

Figure 22. Response on 'I feel guilty when I take time off from job'

Explanation: This question says that I feel guilty when I take time off from work. Nearly 49% of respondents said that they agreed with the statement and about 39% of respondents said that they disagreed with the statement, 8% respondents strongly disagreed with the statement and 4% respondents were neutral in their approach.

6.5 Result corresponding to Work-Home Conflict and its Aspects

The following table shows the aspects related to Work-Home Conflict and the corresponding response of journalists on each one of them:

Table 11: Different aspects related to Work-Home Conflict and the corresponding response of journalists on each one of them

Response → Question ↓	Very Low N (%)	Low N(%)	Medium N(%)	High N(%)	Very High N(%)	Mean	Rank
14	6(5)	9(7.5)	58(48.3)	47(39.2)	0(0)	3.22	1
15	5(4.2)	25(20.8)	61(50.8)	29(24.2)	0(0)	2.95	3
16	35(29.2)	4(3.3)	58(48.3)	23(19.2)	0(0)	2.58	4
17	10(8.3)	4(3.3)	58(48.3)	48(40)	0(0)	3.20	2

Explanation: The above table shows the mean value for questions which comprise the work-home conflict scale. The rank signifies the relative significance of question, among the four questions stated for work-home conflict.

The detailed pie-charts showing the responses are drawn below.

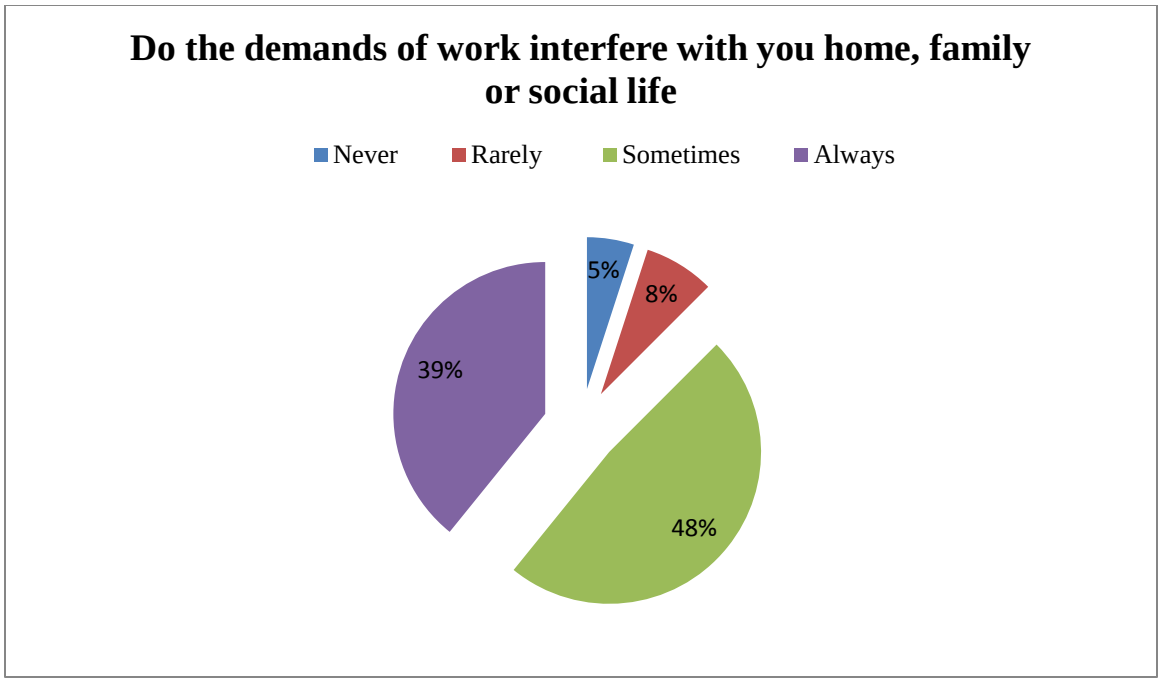

Figure 23. Response on ' Do the demands of work interfere with your home, family or social life'

Explanation: The above question says- Do the demands of work interfere with your home, family or social life. To this 39% of respondents said that they always felt so. Nearly 48% of the respondents said that 'sometimes' they felt so. A considerable number of respondents said that they always felt that the demands of work interfere with home, family and social life.

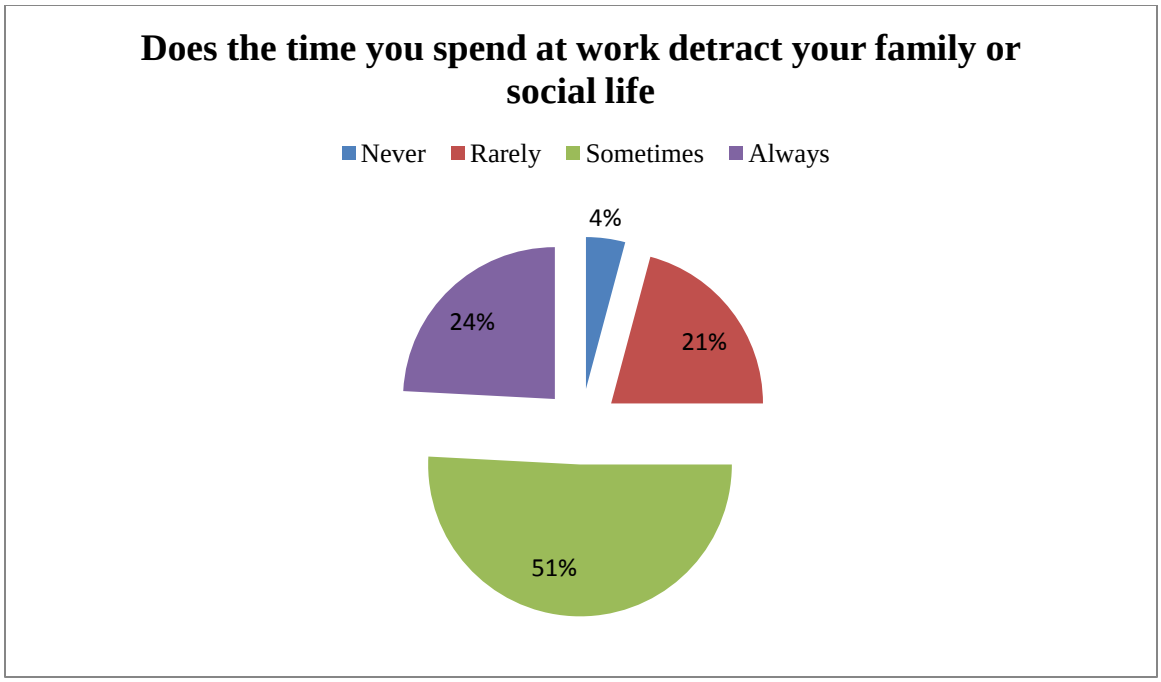

Figure 24. Response on the question 'Does the time you spend at work detract your family or social life'

Explanation: The above question says- that does the time you spend at work detract your family or social life. To this 24% people said 'always' the time that they spend at work detracts them from social or family life. To support this claim, nearly 51% respondents felt that 'sometimes' it happened that the time they spend at work affects their personal life.

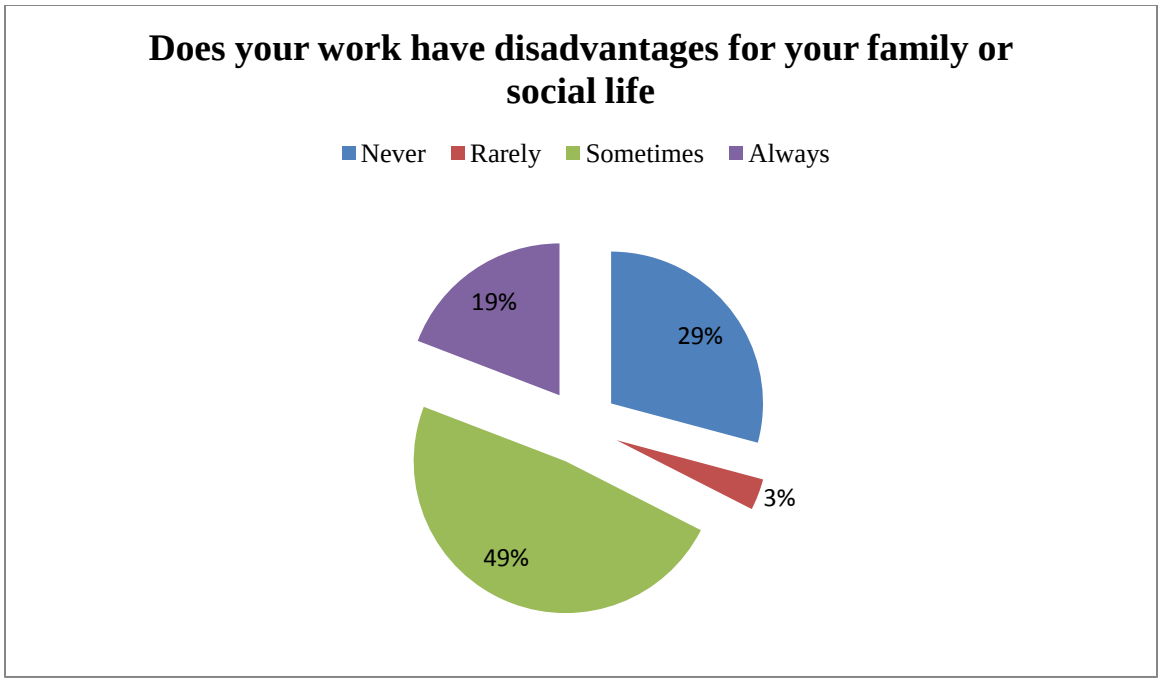

Figure 25. Response on question ' Does your work have disadvantages for your family or social life'

Explanation: The above question says- Does your work have disadvantages for your family or social life. To this 49% respondents said that sometimes they felt so, while 19% of journalists said that they always felt this. 29% journalists said they never felt so and disagreed with the statement.

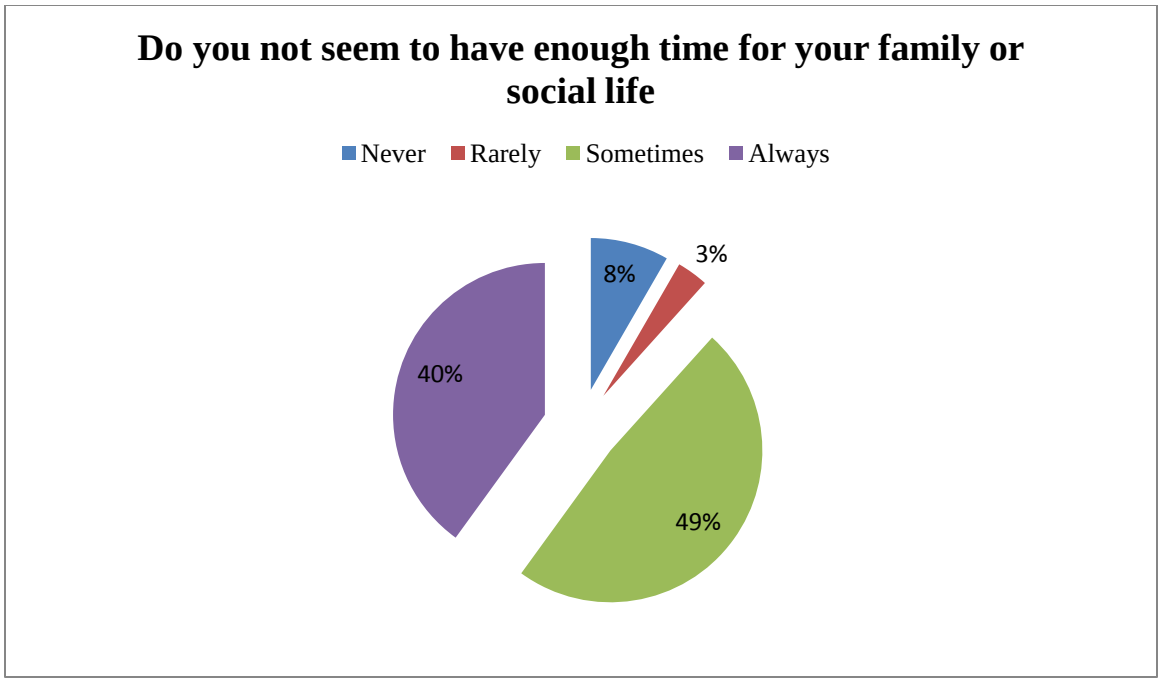

Figure 26. Response on the question 'Do you not seem to have enough time for your family or social life'

Explanation: The above question says- do you not seem to have enough time for your family or social life. This question maps the quality time spent by the journalists with their family. To this the respondents said that nearly 40% felt that 'always' they feel so while 49% respondents said that they sometimes felt like this. Hardly 8% journalists said they never experienced this emotion. This shows that most journalists feel they don't get enough time with their family or for their social life.

SECTION B

6.6 Work-Home Conflict Vis-À-Vis Demographic Variables and Their Affect

Following is the table that shows the significance value of work-home conflict vis-à-vis age of journalists

Table 12: Significance value of Work-Home Conflict vis-à-vis age of the journalists

Age	Mean	SD	F-value	p-value
18-25 yrs	39.0	23.2	9.23	0.00**
26-35 yrs	42.0	12.2		
36-45 yrs	30.6	7.6		
46-55 yrs	35.6	10.6		
Total	34.9	11.3		

***Significant at 0.01 level*

***Explanation*:** The above table gives the relationship of work-home conflict parameter, one of the key parameters of this study, and age of the journalists. The data reveals that journalists between the age group 26-35 years (with mean value 42) have maximum impact when it comes to work-home conflict. Whether this relationship is positive or negative, but this finding reveals that journalists between the age group of 26-35 years carry maximum conflict from their workplace to their home.

This impact is followed by other age groups- like 18-25 years (mean value 39), 46-55 years (mean value 35.6) and 36-45 years (with least mean value of 30.6).

Table 13: Significance value of work-home conflict vis-à-vis gender of journalists

Gender	Mean	SD	t-value	df	p-value
Male	32.0	9.2	-1.45	118	0.15
Female	35.7	11.7			
Total	34.9	11.3			

***Explanation*:** The above table shows the significance value of work-home conflict vis-à-vis gender of journalists. The p-value (probability value) is 0.15 which is higher than the stipulated significance limit. Therefore it can be concluded that gender has no connection with work-home conflict of the journalists.

Table 14: Significance value of work-home conflict with type of media/segment (Non-Print and Print media)

	Mean	SD	t-value	df	p-value
Non-Print	34.0	10.6	-0.78	118	0.44
Print	35.6	11.7			
Total	34.9	11.3			

***Explanation*:** The above table shows the significance value of work-home conflict vis-à-vis type of media/segment in which journalists are working (print or non-print). The p-value (probability value) is 0.44 which is higher than the stipulated significance limit. Therefore, it can be concluded that the type of media/ segment in which these journalists are working has no connection with their work-home conflict.

Table 15: Significance value of work-home conflict vis-à-vis marital status of journalists

	Mean	SD	F-value	p-value
Single	31.8	9.8	3.84	0.02*
Married	35.8	11.6		
Divorced/ Separated	40.5	11.8		
Total	34.9	11.3		

*Significant at 0.05 level

***Explanation*:** The above table gives the relationship of work-home conflict with marital status of the journalists. The data reveals that journalists who are separated or divorced have the highest mean value (40.5). The work-home conflict is maximum in their case, compared to their other counterparts who are single or married. These journalists who are separated tend to take the conflict and tensions of work to their homes much more than others.

This is followed by married journalists (mean value 35.8) who carry the conflict from work to home and last, journalists who are single (mean value 31.8) they carry their conflict from work to home the least (compared other categories).

Table 16: Significance value of work-home conflict vis-à-vis individual income of journalists

	Mean	SD	F-value	p-value
<Rs.25000	40.3	14.8	2.16	0.08
Rs. 25000-50000	33.6	10.6		
>Rs. 50000	36.7	10.2		

Total	34.9	11.3		

***Explanation*:** The above table shows the significance value of work-home conflict vis-à-vis individual monthly income of journalists. The p-value (probability value) is 0.08 which is higher than the stipulated significance limit. Therefore it can be concluded that the individual monthly income does not affect the work-home conflict of the fashion and lifestyle journalists. Hence we rule out the contribution of individual monthly income in accelerating or retarding the work-home conflict of journalists.

Table 17: Significance value of work-home conflict vis-à-vis family monthly income of journalists

	Mean	SD	F-value	p-value
<Rs.25000	39.0	14.9	0.43	0.73
Rs. 25000-50000	36.2	11.7		
Rs. 50000-75000	33.9	11.7		
>Rs.75000	34.8	10.3		
Total	34.9	11.3		

***Explanation*:** The above table shows the significance value of work-home conflict vis-à-vis family monthly income of journalists. The p-value (probability value) is 0.73 which is higher than the stipulated significance limit. Therefore, it can be concluded that the family monthly income does not affect the work-home conflict of the fashion and lifestyle journalists. The

contribution of family monthly income in accelerating or retarding the work-home conflict of journalists can be ruled out.

Therefore, Ho3, that there is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on gender, marital status and family monthly income is proved. However the same does not hold true for age, individual monthly income and length of service and for these variables the said hypothesis has been disproved.

Ho3: There is no significant difference in the perceived **work-home conflict** among fashion and lifestyle journalists across different demographic variables including age, gender, marital status, monthly income, family monthly income, and length of service.	For age- **Disproved (Affects)** For gender- **Proved (Does not affect)** For marital status- **Proved (Does not affect)** For monthly income- **Disproved (Affects)** For family monthly income- **Proved (Does not affect)** For length of service- **Disproved (Affects)**

Table 18: Significance value of work-home conflict vis-à-vis language of media of journalists

	Mean	SD	F-value	p-value
English	32.5	10.3	6.94	0.00**
Vernacular	33.3	10.8		
Both	40.7	11.6		
Total	34.9	11.3		

***Significant at 0.01 level*

***Explanation*:** The above table gives the relationship of work-home conflict with language of media in which these journalists work. The data reveals that journalists who work in bilingual media (including both English and vernacular modes) have high work-home conflict (mean value is 40.7). This means that the conflict that they carry from work to home is more compared to those who work only in English or only in Vernacular media.

This is followed by vernacular journalists (mean value is 33.3) and then English media journalists (32.5 mean value).

Table 19: Significance value of work-home conflict vis-à-vis length of services in the media industry

	Mean	SD	F-value	p-value
<5 years	36.9	14.9	0.84	0.44
5-10 years	34.0	11.4		
11-20 years	36.8	9.5		
Total	34.9	11.3		

***Explanation*:** The above table shows the significance value of work-home conflict vis-à-vis length of service in media industry. The p-value (probability value) is 0.44, which is higher than the stipulated significance limit. Therefore it can be concluded that the length of service in the media industry does not affect the work-home conflict of the fashion and lifestyle journalists. Therefore we rule out the contribution of duration spent in the media industry by a journalist in accelerating or retarding the work-home conflict.

Therefore, Ho4, that there is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on type of media/segment (print and non-print) is proved. However the same does not hold true for language of media and the hypotheses for this has been disproved.

Ho4: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the segment and language of media in which they are employed.	For type of media/ segment- **Proved (Does not affect)** For language of media- **Disproved (Affects)**

6.7 Job Stress among Fashion and Lifestyle Journalists vis-à-vis the demographic variables

Table 20: Significance value of Job Stress vis-à-vis age of the journalists

Age	Mean	SD	F-value	p-value
18-25 years	6.0	1.2	18.2	0.00**
26-35 years	10.9	2.9		
36-45 years	12.7	1.5		
46-55 years	12.6	1.4		
Total	11.9	2.4		

***Significant at 0.01 level*

***Explanation*:** The above table gives the relationship of job-stress with age of journalists. Since the significance value is within the stipulated limit, therefore studying the impact of age on job-stress is useful. The data reveals that journalists who are in the age bracket 36-45 years have

maximum mean value (12.7) and therefore the relationship of job-stress in this age bracket is strongest. This age group is followed by journalists between age group 46-55 years (mean value 12.6), then journalists between age group 26-35 years (mean value 10.9) and lastly journalist between age limit 18-25 years have least impact on job-stress (mean value 6).

This table shows that age of journalists really matters when it comes to measuring their job stress and the highest impact is found in those between age group 36-45 years.

Table 21: Significance value of Job Stress vis-à-vis gender of respondents

Gender	Mean	SD	t-value	df	p-value
Male	12.8	1.4	2.05	118	0.04*
Female	11.7	2.5			
Total	11.9	2.4			

**Significant at 0.05 level*

***Explanation*:** The above table gives the relationship of job-stress with gender of journalists. Since the significance value is within the stipulated limit, there studying the impact of gender on job-stress is useful and shall give results.

The data reveals that for male journalists this relationship of job-stress and gender is strongest (mean value is 12.8). The finding reveals that job stress affects male journalists in the fashion and lifestyle segments much more than their female counterparts. This is a significant finding of the study.

Table 22: Significance value of Job Stress vis-à-vis marital status of journalists

	Mean	SD	F-value	p-value
Single	12.0	2.4	1.41	0.25
Married	12.1	2.3		
Divorced/ Separated	11.0	2.6		
Total	11.9	2.4		

***Explanation*:** The above table shows the significance value of job-stress vis-à-vis marital status of journalists. The p-value (probability value) is 0.25, which is higher than the stipulated significance limit. Therefore, it can be concluded that the marital status of respondents does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution or role of marital status of journalists with regard to job-stress.

Table 23: Significance value of Job-Stress vis-à-vis individual monthly income of journalists

	Mean	SD	F-value	p-value
<Rs.25000	9.8	3.4	7.73	0.00**
Rs. 25000-50000	12.2	2.2		
>Rs. 50000	12.4	1.3		
Total	11.9	2.4		

**Significant at 0.01 level

***Explanation*:** The above table shows the significance value of job-stress vis-à-vis their individual monthly income. The significance value is within the stipulated range, therefore there is an impact of monthly income of journalists and job stress. For those who have individual

monthly income above Rs 50,000, their job stress is more compared to their other counterparts who earn less (mean value 12.4). This is followed by those who have individual monthly income between Rs 25,000- 50,000 (mean value 12.2) and lastly for those with salary less than Rs 25,000 (mean value 9.8).

Table 24: Significance value of Job Stress vis-à-vis family income of journalists

	Mean	SD	F-value	p-value
<Rs.25000	9.5	2.9	2.4	0.07
Rs. 25000-50000	11.5	2.6		
Rs. 50000-75000	12.1	2.6		
>Rs.75000	12.4	1.7		
Total	11.9	2.4		

***Explanation*:** The above table shows the significance value of job-stress vis-à-vis family monthly income of journalists. The p-value (probability value) is 0.07, which is higher than the stipulated significance limit. Therefore, it can be concluded that the family monthly income of respondents does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution or role of family monthly income of journalists with regard to job-stress.

Table 25: Significance value of Job Stress vis-à-vis length of service in media industry

	Mean	SD	F-value	p-value
<5 years	9.4	3.1	35.3	0.00**
5-10 years	12.2	2.4		

11-20 years	12.2	1.5		
Total	11.9	2.4		

**Significant at 0.01 level

***Explanation*:** The above table shows the significance value of job-stress vis-à-vis the length of service in the media industry. The significance value is within the stipulated range, therefore there is an impact of length of service in media industry and job stress of fashion and lifestyle journalists.

For those who have served in the media industry between 5-20 years, their mean value is more (12.2) and hence the impact of job-stress is more in their case. Those who have served in the media industry for less than five years, impact of job-stress on these journalists is relatively less.

Therefore, Ho1, that there is no significant difference in the perceived job stress among fashion and lifestyle journalists across different demographic variables including marital status and family monthly income has been proved. However, the hypothesis has been disproved for other variables like age, gender, monthly income and length of service.

Ho1: There is no significant difference in the perceived **job stress** among fashion and lifestyle journalists across different demographic variables including age, gender, marital status, monthly income, family monthly income and length of service.	For age- **Disproved (Affects)** For gender- **Disproved (Affects)** For marital status- **Proved (Does not affect)** For monthly income- **Disproved (Affects)** For family monthly income- **Proved (Does not affect)** For length of service- **Disproved (Affects)**

Table 26: Significance value of Job stress vis-à-vis language of media of journalists

	Mean	SD	F-value	p-value
English	12.1	2.3	0.72	0.49
Vernacular	12.0	2.4		
Both	11.5	2.5		
Total	11.9	2.4		

***Explanation*:** The above table shows the significance value of job-stress vis-à-vis language of media in which the journalists work. The p-value (probability value) is 0.49, which is higher than the stipulated significance limit. Therefore, it can be concluded that the language of media (English or Vernacular or both) does not affect the job-stress of the fashion and lifestyle journalists. Thus the contribution of language of media in job-stress of fashion and lifestyle journalists can be ruled out.

Table 27: Significance value of Job stress vis-à-vis type of media/segment

	Mean	SD	t-value	df	p-value
Non-Print	12.0	2.3	0.22	118	0.83
Print	11.9	2.5			
Total	11.9	2.4			

***Explanation*:** The above table shows the significance value of job-stress vis-à-vis type of media in which the journalists work. The p-value (probability value) is 0.83, which is higher than the

stipulated significance limit. Therefore it can be concluded that the type of media does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution of type of media in which a journalist works (print or non-print category) in job-stress.

Therefore, Ho2, that there is no significant difference in the perceived job stress among fashion and lifestyle journalists for the variables 'type of media/segment (print-non print)' and 'language of media' has been proved.

Ho2: There is no significant difference in the perceived **job stress** among fashion and lifestyle journalists based on the segment and language of media in which they are employed.	For type of media (segment)- **Proved (Does not affect)** For language of media- **Proved (Does not affect)**

6.8 Correlation Analysis between Job Stress and Work-Home Conflict of Fashion and Lifestyle Journalists

Table 28: Correlation between work-home conflict and Job Stress among journalists

	Work-home conflict	Job stress
Pearson Correlation	1	-.543**
p-value		0.000*

N	120	120

**Correlation significant at 0.01 level*

***Explanation*:** The above table shows the co-relation between work-home conflict and job stress of journalists. Since the Pearson Correlation is negative (r=-0543, p<0.01) found at 0.01 level of significance, therefore this implies that as one variable increases the other will decrease (inversely proportional relationship), **which means with increase in work-home conflict, job stress decreases and vice-versa.** This is an indicator that the fashion and lifestyle journalists do not carry their work pressure and tensions at home. There is a no positive correlation between the two main variables in this study i.e. job stress and work-home conflict.

6.9 Regression Analysis

To find out the relation further between the two variables, work-home conflict and job stress, regression analysis was carried out. Here are the results.

Table 29: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.54	0.29	0.29	2.01

Dependent variable: Work-Home conflict

Independent variable: Job Stress

Table 29 shows that $R^2 = 0.29$, this means that there is 29% variation in dependent variable explained by independent variables. The F value equals to 49.25 and which is found significant at 0.01 level of significance. This depicts the linear relationship between dependent and independent variable at 0.01 level of significance as further shown in Table 30.

Table 30: F-value between Home-work conflict and Job Stress

	Sum of Squares	df	Mean Square	F-value	p-value
Regression	199.2	1	199.2	49.25	0.00**
Residual	477.3	118	4.05		
Total	676.6	119			

***Significant at 0.01 level*

Table 31: Beta coefficient value between dependent and independent variable

	Beta coefficient	Std. Error	t-value	p-value
(Constant)	15.9	0.60	26.5	0.00
Job stress	-0.110	0.02	-7.02	0.00**

***Significant at 0.01 level*

From Table 31, the value of beta coefficient is -0.11, which is significant ($t=-7.02$, $p<0.01$) at 0.01 level of significance. Therefore, *for every unit of value of job stress, a -0.11 unit decrease in work-home conflict found in journalists.*

Therefore, from the above discussion it is concluded that there exists an inverse relationship between the two key variables of the study- job stress and work-home conflict. Hence, Ho5 that there is a significant relationship between job stress and work-home conflict is 'disproved'.

Ho5: There is no significant relationship between job stress and work-home conflict of the fashion and lifestyle journalists in the Indian media organizations.	**Disproved (Inverse Relationship Exists)**

To test the following hypothesis (Ho6), here is a re-look at the concerned table and its explanation:

Ho6: There is no significant difference in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in print and non-print segments of the Indian media industry.

Table 32: Significance value of Job stress vis-à-vis type of media/segment (print and non-print)

	Mean	SD	t-value	df	p-value
Non-Print	12.0	2.3	0.22	118	0.83
Print	11.9	2.5			
Total	11.9	2.4			

***Explanation*:** The above table shows that the type of media does not affect the job-stress of the fashion and lifestyle journalists.

Table 33: Significance value of work-home conflict vis-à-vis language of media of journalists

	Mean	SD	F-value	p-value
English	32.5	10.3	6.94	0.00**
Vernacular	33.3	10.8		
Both	40.7	11.6		
Total	34.9	11.3		

***Significant at 0.01 level*

***Explanation*:** The above table gives the relationship of work-home conflict with language of media in which these journalists work. The data reveals that journalists who work in vernacular media tend to carry more conflict from work to home compared to those who work only for English media (mean value is 33.3 for Vernacular and 32.5 mean for English media). Hence, Ho6 is disproved since there is a difference in the work-home conflict which journalists of Vernacular and English media carry from work to home.

Ho6: There is no significant difference in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in print and non-print segments of the Indian media industry.	**Disproved**

To test the following hypothesis (Ho7), here is a re-look at the concerned table and its explanation:

Ho7: There is no significant difference in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in English and Vernacular language media in the Indian media industry.

Table 34: Significance value of work-home conflict vis-à-vis language of media of journalists

	Mean	SD	F-value	p-value
English	32.5	10.3	6.94	0.00**
Vernacular	33.3	10.8		
Both	40.7	11.6		
Total	34.9	11.3		

***Significant at 0.01 level*

***Explanation*:** The above table reveals that journalists who work in vernacular media (mean value is 33.3) carry relatively higher load/conflict from their workplace to home compared to the journalists who work for only English media (32.5 mean value).

Therefore there is difference in the perceived work-home conflict among fashion and lifestyle journalists working in English and Vernacular media. **Hence, Ho7 is disproved for work-home conflict parameter.**

Table 35: Significance value of Job stress vis-à-vis language of media of journalists

	Mean	SD	F-value	p-value
English	12.1	2.3	0.72	0.49

Vernacular	12.0	2.4		
Both	11.5	2.5		
Total	11.9	2.4		

***Explanation*:** The above table shows the significance value of job-stress vis-à-vis language of media in which the journalists work. The language of media (English or Vernacular or both) does not affect the job-stress of the fashion and lifestyle journalists.

Ho7: There is no significant difference in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in English and Vernacular language media in the Indian media industry.	**Disproved** (for work-home conflict, for job stress, result is non-significant)

Chapter 5

CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusions from the demographic variables data

In this study, which assess the impact of job stress on work-home conflict journalists, the profile of journalists was mapped through age, gender, type of media (in which they work implying print and non-print segment), the language of media (English, vernacular or both), the marital status of these journalists, individual monthly income, family monthly income, length of service in the media industry and location of work. These parameters were essential since they help to evaluate the nature of job of the employees under study. 20 journalists from each of the Tier-I cities were interviewed for the study.

(i) Journalists who participated in the study were from the age bracket of 36-45 years (nearly 52%), 28% belonged to the age group of 26-35 years, 17% of the journalists hailed from the age bracket 46-55 years and only 3% were from 18-25 years age group.

The data collected reveals that very few fashion and lifestyle journalists were from younger age bracket and **most of these fashion and lifestyle journalists belonged to an average age bracket of 36-45 years.** Ranging from Principle Correspondent to Assistant Editor and other Editor-level positions, are all attained within this age bracket by most journalists.

(ii) The data collected from the six cities was focused on interviewing the fashion and lifestyle journalists, irrespective of the gender. The gender based data revealed that **79% respondents were females** while 21% of the respondents were males.

More number of females were found covering the fashion and lifestyle beat in print and digital media from these Tier-I cities.

(iii) The data related to type of media revealed that **60% of fashion and lifestyle journalists belonged to the print media category.** The upsurge in social media news portals and internet websites related to fashion and lifestyle still comprise a smaller chunk compared to the print media segment.

Only 40% (48 out of 120 respondents) of the journalists belonged to the non-print media category.

(iv) The data related to language of media (to which these journalists belong) shows that a large majority of the respondents were from English newspapers, magazines or digital media portals. 71 out of 120 journalists **(59%) hailed from the English media**, while 28% journalists belonged to bilingual media category. 13% fashion and lifestyle journalists were from vernacular media background and communication in regional or local dialect.

The current data was gathered from the Tier-I cities where English is the prime medium of communication with people and of news. Even as vernacular newspapers are the most read in the country according to various surveys and reports, this data is a reflection of fashion and lifestyle journalists in particular.

(v) With regard to the marital status of the journalists it was found that **52% respondents (fashion and lifestyle journalists) were married**, while 36% were single and 12%

were separated or divorced. This is a reflection of the personal relationships and circumstances of fashion and lifestyle journalists from the six Tier-I cities under consideration. A majority of participants of the study were married.

(vi) The data related to monthly individual income of the journalists showed that **72% of respondents had a monthly individual income between Rs. 25,000- 50,000**. About 16% of them had a salary of Rs. 50,000 or above and 12% respondents had monthly salary less than Rs. 25,000.

86 out of 120 respondents of this study were from the majority salary bracket of 72%, pointing at the average salaries offered to the fashion and lifestyle journalists in the India media industry.

(vii) The data pertaining the monthly family income revealed that **38% of the respondents had a monthly family income between Rs. 50,000-75,000**. The result indicates that the economic condition of journalist residing in Tier-I cities. Most of these cities have high cost of living. About 34% of them had a family monthly income of above Rs. 75,000 and 25% respondents had monthly family income between Rs. 25,000-50,000, most of these families comprised those in which the journalist was the sole bread winner of the family and the entire expenses were being borne by him.

Only 3% of the journalists had the monthly family income less than Rs 25,000. Considering the cost of living of bigger cities, this income figure appears modest.

(viii) With regard to the experience in the media industry, the data revealed that a majority of these fashion and lifestyle journalists had a reasonable work experience- **67% of the fashion and lifestyle journalists had an average 5-10 years of experience in**

the media industry. About 25% of the fashion and lifestyle journalists have 11-20 years of media experience, while 8% journalists has less than five years of media experience. The graph shows that a majority of these fashion journalists had some previous experience of or in the media industry.

(ix) The distribution of journalists from each city- **Delhi, Mumbai, Bangalore, Hyderabad, Kolkata and Chennai- was 20 in number**. These fashion and lifestyle journalists answered a structured questionnaire which was personally administered by the researcher. Considering equal number of journalists from each city ensured that the result was more authentic and was a representative sample of fashion and lifestyle journalists of India. In India, there is a diverse cultural setup and issues of work environment and the conflict they carry from work to home varies according to each city and the socioeconomic status of these journalists from varies cities.

5.2 Results obtained from 'Time Stress' related questions of Job Stress Scale

The job-stress questionnaire had 13 questions out of which first 9 questions mapped the time stress while the last 4 questions were related to anxiety stress. Here are the conclusions drawn from the data:

(i) For the first question in the job stress questionnaire which revolves around 'Spending quality time with family', the results of this statement showed that a majority of respondents did not agree with the statement and 50.8% of them registered a score of 2 on a scale of 5.

Most fashion and lifestyle journalists were content with the time they are spending with their family. Unlike hard-core journalist and hard news journalism, this could be

attributed to the soft nature of news carried in these fashion and lifestyle supplements or magazines/non-print media.

(ii) The second question of job stress questionnaire was related to excessive time spent at workplace and how the employees felt about it. The data collected and the result analyzed shows that **although journalism is a demanding and high-pressure profession, yet journalists do not end up spending excessive time spent at workplace**. Fashion journalism, unlike hard news journalism is not excessively deadline-bound. There are several real life examples, in which newspaper organizations have lifestyle departments where journalists leave at 6pm in evening and the late night parties or other events are carried in the next day edition (one day after the late evening event). This implies that fashion and lifestyle journalists do not face deadline pressure and do not feel that they spent excessive time at their workplace. Also journalism is primarily about field work. A journalist spends majority of his or her time in the field and not as much in the office, unless it is sub-editing and related task.

(iii) Another aspect which was measure was the time left with journalists for other activities (other than work). **A majority of fashion and lifestyle journalists responded that they did not feel that working in their organization gave less time to them for other activities- which implies they were satisfied with the time that they got for other activities (other than work).**

(iv) When these journalists were asked if they feel they are married to the company, a majority (i.e.50%) responded that they strongly agreed to the statement. This implies that **most of these journalists feel that their first commitment is towards the organization and most of their energy and time goes to the company.**

(v) Fashion and lifestyle journalists from these six cities opined that they do not face the paucity of time to do their work (I have too much work to do and too little time to do it in). This means, **fashion and lifestyle journalists have ample time to achieve their daily work targets.**

(vi) **Fashion and lifestyle journalists do not mind and dread being called up by their office after they leave the office.** This does not cause them stress. This however may not be the case of hard-news journalists who are on a constant pressure to cover spots and urgent happenings and events in the city they are placed in.

(vii) For fashion and lifestyle journalists, **being on a holiday is not a distant dream**. Not having sufficient holidays is not a major cause of stress for these journalists. They feel they have ample relaxation.

(viii) One positive finding from the study is that most fashion and lifestyle journalists opine that their work atmosphere is not miserable. This pertains to the job demands of the journalists and work culture. **Half of the journalists who participated in the study said that they do not feel their colleagues are burnt out by the demands of the job.**

(ix) In the anxiety related items of job stress questionnaire it was found that there was a mixed response on whether these journalists feel fidgety and nervous about their job. Nearly 37% journalists said that they felt so while 41% journalists disagreed. There was sufficient evidence to conclude that their job did make them nervous for some journalists.

(x) More number of fashion and lifestyle journalists felt that their job does not get on them more than it should (about 43%).

(xi) These journalists from six cities and from various fashion and lifestyle newspapers, magazines and non-print media opined that their job does not drive them up to the wall. Driving up to the wall means that something or someone is annoying and irritating. About 44% journalists said that they were not irritated by their job, while 34% felt that they did feel annoyed at work. **The result shows that most journalists do not feel irritated with their work.**

(xii) 67% fashion and lifestyle journalists from six cities (total 120 in number) responded that they do feel a tight feeling in chest when they think of their job. This means that **for more than half of these journalists there is some kind of discomfort associated with their job.** This could be due to **uncertainty about future**, or lack of promotion opportunities in that organization, or other serious concerns at work.

(xiii) **Taking a day off from work makes these fashion and lifestyle journalists feel guilty** (49% responded that they felt so, while 39% did not perceive so). This shows that their job really weighs heavy on their mind.

5.3 Results Obtained From Work-Home Conflict Scale

(i) A considerable number of fashion and lifestyle journalists opined that **demands of work often interfere with their home, family or social life**.

(ii) Nearly half the respondents of the study said that **they sometimes felt their work had disadvantage for their family and social life.**

(iii) A majority of fashion and lifestyle journalists felt that **they did not seem to have enough time for their family or social life.**

(iv) Findings related to conflict that journalists carry from work to home vis-à-vis age revealed that **work-home conflict affects journalists in the age bracket of 26-35 years the most.**

(v) **Gender of journalists did make any difference** to the work-home conflict of these fashion and lifestyle journalists.

(vi) **Type of Media (print or non-print) has no connection** with work-home conflict of journalists.

(vii) Journalists who work **in bilingual media** (including both English and vernacular modes) **have high work-home conflict compared to their English or Vernacular counterparts.** This implies that the tensions or conflict that they carry from work to home is more compared to those who work only in English or only in Vernacular media.

(viii) The findings reveal that journalists who are separated or divorced have maximum work-home conflict compared to their other counterparts who are single or married.

(ix) Research findings suggest that individual monthly income does not affect the work-home conflict of these fashion and lifestyle journalists. Hence, **the contribution of individual monthly income** in accelerating or retarding the work-home conflict of journalists can be ruled out.

(x) Findings reveal that **family monthly income does not affect the work-home conflict of the fashion and lifestyle journalists.** Therefore, the contribution of family monthly income in accelerating or retarding the work-home conflict of journalists may be ruled out.

(xi) Similarly, **the length of service in the media industry does not affect the work-home conflict of the fashion and lifestyle journalists**. Therefore, the contribution of duration

spent in the media industry by a journalist in accelerating or retarding the work-home conflict can be ruled out.

5.4 **Results Obtained From Job Stress Scale vis-à-vis the Demographic Variables**

(i) Findings related to job stress among **fashion and lifestyle journalists revealed that journalists who are in the age bracket 36-45 years get affected by job-stress the most.**

(ii) The research data reveals that **for male journalists this relationship of job-stress and gender is strongest**. This means that job stress affects male journalists in the fashion and lifestyle segments much more than their female counterparts. This is a significant finding of the study.

(iii) **The type of media does not affect the job-stress of the fashion and lifestyle journalists**. Therefore we rule out the contribution of type of media in which a journalist works (print or non-print category) in job-stress.

(iv) **The language of media (English or Vernacular or both) does not affect the job-stress of the fashion and lifestyle journalists.** Therefore we rule out the contribution of language of media in job-stress of fashion and lifestyle journalists.

(v) Research findings reveal that the **marital status of respondents does not affect the job-stress of the fashion and lifestyle journalists**. Therefore, we rule out the contribution or role of marital status of journalists with regard to job-stress.

(vi) **Monthly income of journalists has impact on the job stress of journalists.** For those who have individual **monthly income above Rs 50,000** their job stress is more compared to their other counterparts who earn less.

(vii) Research data and analysis from the previous chapter reveal that **family monthly income of respondents does not affect the job-stress of the fashion and lifestyle journalists**. Therefore we rule out the contribution or role of family monthly income of journalists with regard to job-stress.

(viii) **The impact of length of service in the media industry on the job stress of fashion and lifestyle journalists is certainly there**. For those who have served in the media industry between 5-20 years, the mean value is more and hence the impact of job-stress is more in their case. Those who have served in the media industry for less than five years, impact of job-stress on these journalists is relatively less.

5.5 **Results Obtained From Co-relation Analysis**

Correlation analysis between job stress and work-home conflict of fashion and lifestyle journalists revealed **an inversely proportional relationship** between work-home conflict and job stress among journalist. This means that **with the increase of work-home conflict of journalists, their job stress decreases significantly and vice-versa**. The result also shows that the **fashion and lifestyle journalists do not carry their work pressure and tensions at home** (from work).

5.4 Hypotheses Result Summary

Here is a result of each hypothesis in a tabular form:

Hypotheses	**Result**
Ho1: There is no significant difference in the perceived **job stress** among fashion and lifestyle	For age- **Disproved (Affects)** For gender- **Disproved (Affects)**

journalists across different demographic variables including age, gender, marital status, monthly income, family monthly income and length of service.	For marital status- **Proved (Does not affect)** For monthly income- **Disproved (Affects)** For family monthly income- **Proved (Does not affect)** For length of service- **Disproved (Affects)**
Ho2: There is no significant difference in the perceived **job stress** among fashion and lifestyle journalists based on the segment and language of media in which they are employed.	For type of media (segment)- **Proved (Does not affect)** For language of media- **Proved (Does not affect)**
Ho3: There is no significant difference in the perceived **work-home conflict** among fashion and lifestyle journalists across different demographic variables including age, gender, marital status, monthly income, family monthly income, and length of service.	For age- **Disproved (Affects)** For gender- **Proved (Does not affect)** For marital status- **Proved (Does not affect)** For monthly income- **Disproved (Affects)** For family monthly income- **Proved (Does not affect)** For length of service- **Disproved (Affects)**
Ho4: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the segment and language of media in which they are employed.	For type of media (segment)- **Proved (Does not affect)** For language of media- **Disproved (Affects)**
Ho5: There is no significant relationship between	

job stress and work-home conflict of the fashion and lifestyle journalists in the Indian media organizations.	**Disproved (Inverse Relationship Exists)**
Ho6: There is no significant difference in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in print and non-print segments of the Indian media industry.	**Disproved**
Ho7: There is no significant difference in the perceived job stress and work-home conflict among fashion and lifestyle journalists working in English and vernacular language media in the Indian media industry.	**Disproved**

5.5 Recommendations for the Media Houses and their Human Resource Departments

(i). Media firms and their HR departments must take the issue of job stress among media professionals seriously. There must be regular self-healing, self-help or meditation programs which enable media professionals to handle their work-stress effectively.

(ii). Media and journalism related work is full of deadlines and hence work-related stress automatically percolates. To keep this stress at bay, media houses must make effort to keep work atmosphere more adaptive and congenial by introducing employee- friendly policies in media houses.

(iii). To ensure that work-home conflict of the journalists does not increase, media firms must ensure that journalists do get leave as and when is required (for their genuine and urgent personal work and family affairs).

5.6 Recommendations for the Government

(i). From the above conclusions it can be suggested that the government can don an advisory role for organizations and stipulate norms so that employees do not fall in the stress trap. This can be done by creating committees with well-respected dignitaries from media industry, who can make recommendations for the employees' welfare.

(ii). The government can ensure that the minimum wages fixed for a certain industry are adhered to. Any complains of non-compliance must be taken seriously. Meager wages can also be a probable factor that causes job stress for media professionals (among other factors) and creates conflict at work or home. This impact, although, is yet to be testified statistically.

(iii). Wage board and other recommendations must be reviewed from time to time by the Ministry of Information and Broadcasting (which relates to the journalism and media industry in India).

5.7 Recommendations for Editors

(i). Those who have served in the media industry for a longer duration tend to have more job stress, as per the results obtained in this study. Therefore, editors must ensure that senior journalists or those who have been in the industry for longer durations are taken care of in term of their organizational well-being and emotional vent-out. They must be encouraged to take up newer challenges to keep their energy and enthusiasm alive and perhaps allowed to engage in regular health and mediation workshops.

(ii). Editors can organize regular stress-management workshops for their subordinates, so that employees do not feel burnt out and have sufficient energy to keep going.

(iii). The Editor can make sure that the Human Resource department regularly organizes events or activities to keep the employees positively engaged. This makes sure that work-home conflict does not aggravate and the atmosphere is kept lighter for the employees.

These above recommendations also fulfill the last aim of the study, which was to recommend suitable strategies for the industry and related institutions on the basis of results obtained from this research work.

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*(*Google form sent to journalists)*

Questionnaire (for Journalists)

Name:

Name of Organization:

Location:

- New Delhi
- Mumbai
- Hyderabad
- Kolkata
- Chennai
- Bengaluru
- Any other

Age:

- Less than 25 years
- 26-35 years
- 36-45 years
- 46-55 years
- Above 56 years

Gender:

- Male
- Female
- Other

Type of Media/Segment:

- Print
- Non-print

PAPERS PUBLISHED DURING POST-DOCTORAL FELLOWSHIP TENURE

Related to Post-Doctoral Work:

1) Miglani, N., Sharma, S. & Brar, P. (2020) Impact of Perceived Job Stress on Work-Home Conflict, *International Journal of Scientific & Technology Research*, Vol. 9 (2).
   Available at: http://www.ijstr.org/final-print/feb2020/Impact-Of-Perceived-Job-Stress-On-Work-home-Conflict.pdf

2) Miglani, N., Sharma, S. & Brar, P. (2019) Factors Affecting Job Stress of Fashion & Lifestyle Journalists, International *Journal of Recent Technology and Engineering*, Vol. 8 (4).
   Available at: https://www.ijrte.org/wp-content/uploads/papers/v8i4/D8293118419.pdf

3) Miglani, N. & Brar, P. (2017) Relation of Job Incomes and Leadership Perception: A Study of Indian Fashion & Lifestyle Journalists, *Media Mimamsa, Makhanlal Chaturvedi University of Journalism and Communication,* April-June, 2017.
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4) Miglani, N. & Brar, P. (2017) Mapping the Work-Home Conflict of Indian Fashion & Lifestyle Journalists: A Study of Punjab, Haryana and Himachal Pradesh Bureaus, *Journal of Content, Community & Communication*, Vol 1. (3).
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Total Research Papers Published during Post-Doctoral Fellowship tenure- **14**

Conferences attended during PDF tenure- **6** (3 International, 3 National) 1 Best Paper Award

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Language of Media:

- English
- Vernacular

Marital Status:

- Married
- Single
- Divorced/Seperated
- In a live-in relationship

Monthly Income:

- Less than 25,000 INR
- 26,000- 35,000 INR
- 36,000- 45,000 INR
- 46,000-55,000
- Above 55,000

Monthly Family Income:

- Less than 25,000 INR
- 26,000- 45,000 INR
- 46,000-65,000 INR
- Above 66,000 INR

Length of Service (In Media Industry):

- Less than 5 years
- 6-10 years
- 11-20 years
- More than 21 years

Position in the Hierarchy (Nature of Job):

- Reporter/Correspondent
- Sub-Editor
- Photo-journalist
- Marketing/Response
- Editor (or similar position)

1. Working here makes it hard to spend enough time with my family

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

2. I spend so much time at work, I can't see the forest for the trees

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

3. Working here leaves little time for other activities

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

4. I frequently get the feeling I am married to my company

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

5. I have too much work and too little time to do it in

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

6. I sometimes dread the telephone ringing at home because the call might be job related

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

7. I feel like I never have a day off

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

8. Too many people at my level in the company get burned out by job demands

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

9. I have felt fidgety or nervous as a result of my job

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

10. My job gets to me more than I should

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

11. There are lots of times when my job drives me right up the wall

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

12. Sometimes when I think about my job I get a tight feeling in the chest

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

13. I feel guilty when I take time off from job.

	1	2	3	4	5	
Strong Disagreement	○	○	○	○	○	Strong Agreement

14. Do the demands of work interfere with your home, family or social life?

	1	2	3	4	
Never	○	○	○	○	Always

15. Does the time you spend at work detract from your family or social life?

	1	2	3	4	
Never	○	○	○	○	Always

16. Does your work have disadvantages for your family or social life?

	1	2	3	4	
Never	○	○	○	○	Always

17. Do you not seem to have enough time for your family or social life?

	1	2	3	4	
Never	○	○	○	○	Always

----x----

Impact Of Perceived Job Stress On Work-Home Conflict

Neha Miglani, Sanjeev K. Sharma, Prabhdip Brar

Abstract: Job stress has been an omnipresent connecting link between all occupations and across all industries. It has been both a concern and target of remedial measure for human resource department in leading organizations of the world. Pressure at work, particularly in the high-performance zones, tends to affect performance and has several other repercussions- be it health related or productivity related. This study evaluates the association of job stress and work-home conflict in the context of Indian journalists. 120 journalists from India were made to fill a structured and standard questionnaire comprising questions on job stress and work-home conflict. These journalists hailed from English press, vernacular press and those working in both mediums. On application of correlation and regression analysis it was concluded relation of both parameters was significant and positive, implying that the association between the two is inversely proportional. Hence for Indian Fashion and Lifestyle Journalists if job stress increases, the work-home conflict is less. This is contrary to the common notion that increase in job stress may also increase the conflict that an employee carries from work to home.

Index Terms: Job Stress, Work-Home Conflict, Indian Journalists, Media, Journalists

1. INTRODUCTION

Employees engaged in reporting segments in the media industry- better and more appropriately referred to as journalists, have always struggled with pressure of deadlines. News business and a news journalist cannot afford to lag behind in terms of news reporting! Media industry therefore is a high pressure industry and this pressure daily and hourly, not quarterly and annual. To be able to provide news "before others" and be "better than others" is the sole agenda in news business. Stovall (2011) cited that journalists are expected to deliver every single day with speed, fairness and accuracy. The observation is true since if speed goes missing, one lags behind the counterparts, if accuracy goes missing- there are chances of defamation cases from aggrieved parties and if fairness goes missing- the media is accused of bias and losses its credibility and audience both. Since media is the fourth pillar of democracy in India, hence it is understandable that with more power comes more responsibility. Media, therefore, has immense responsibility towards building a safe and aware society. For this, it is essential that media professionals and journalists themselves remain stress-free and get appropriate working condition. Chaturvedi (2009) suggests that nearly two fifth of media editors have health related issues. Job stress, however, has not been deeply studied in the Indian media context and there is a lot to be done. This study among the first attempts of its kind to explore this aspect related to journalists. This research also takes in to consideration another organizational barometer- Work-home conflict. This is an inter-role conflict and implies the amount of pressure (conflict) that an employee carries from work to home. To begin with, one specific genre of journalists is being taken up in this paper- these are the fashion and lifestyle journalists. On finding the results of this study, researchers have a scope of studying and comparing these results with hard news journalists as well and take the discussion further to newer aspects related to Indian journalists.

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Fashion journalism is an interesting avenue to investigate and study and so is the life of fashion journalists. This study takes into consideration both print and non-print segments of media. Print, still continues to occupy a large share in the Indian Media and Entertainment (M&E) Industry after television. The M&E industry continues to grow at a steadfast pace in India. The latest report (2019) on the Indian Media and Entertainment Sector by the IBEF foundation indicates this. The report suggests that the industry observed a growth of 10.90% in the financial year 2017-18. The report also gave an optimistic projection of 13.10% for the years 2018-23. The size of this industry is sufficient to indicate the dire need to examine stress in media. As far as fashion journalism is concerned, it is an unconquered territory in many ways. In "A History of Fashion Journalism", Best (2017) gives an interesting overview of fashion journalism. She opines that fashion and fashion journalism cannot be seen as two separate identities. They have a symbiotic relationship implying that there is a close interaction between the two. Fashion journalism is a tool to view the creative world of fashion. All related mediums like fashion magazines, newspapers with fashion supplements, women's magazines, Sunday supplements, fashion related television content, blogs, social media portals related to fashion and other online media; have all been the connecting bridges of fashion and fashion journalism. Fashion Journalism however is not just writing about fashion. Bourdieu (2010) says that "it holds the mirror to the broader culture, acting as a hinge between fashion industry and public consciousness." Not merely highlighting fashion updates and fashion culture, fashion journalism has also been the frontrunner of enabling developments of marketing, image making and publishing reach the right audience. Fortunately, for many researchers and teachers, fashion journalism is not being recognised as a discipline and leading universities in the world are offering programs specific to fashion journalism. According to McCracken (1986) fashion journalists are gatekeepers who often identify and anticipate dramatic shifts in the broader culture. Many critics opined that writing about fashion 'lacked integrity'. By many others lifestyle or fashion journalism was never taken or viewed as a serious career option. However, in the modern day scenario fashion journalists are no longer 'PR poodles' and 'cheerleaders' as Vanessa Friendman, Fashion Editor of The New York Times pointed out. The job of fashion journalists is to encourage readers to buy merchandise and

keep themselves and others in business- this was the yesteryears concept about fashion journalism. Best (2017) also argues that if fashion journalism was no so significant then why would Hitler supress the French Fashion Press during the World War-II. Unlike many past predictions on fashion being dead, it never happened so. In September 1968 for instance, the British magazine Nova announced 'Fashion is Dead', but in commercial and cultural terms, it continues to thrive!

2 RATIONALE AND SIGNIFICANCE OF THE STUDY

How stressed are the Indian media professionals is a phenomenally significant and powerful question and equally commanding is the analysis of impact on their work-home conflict. A congenial work environment and favorable conditions to work is likely to ensure overall high productivity in every sphere of the employee's life. Therefore it is through prudent to study the job stress among media professionals in India and the impact on their work-home conflict.

3 BACKGROUND AND RECENT WORK ON JOB STRESS & WORK-HOME CONFLICT

Nisar & Rasheed (2019) studied the "Stress and performance: Investigating relationship between occupational stress, career satisfaction, and job performance of police employees". The purpose of the study was to explore impact of occupational stress on job performance of police employees. The researchers theorized and tested the role of career satisfaction in relation between occupational stress and job performance as an underlying psychological mechanism. 270 police employees in AJ&K Pakistan were studied by the researchers and it was found that occupational stress was negatively related to career satisfaction, in-role performance and extra-role performance of police employees. Also career satisfaction mediates the relationship between occupational stress and in-role and extra-role performance of police employees. Hege et al. (2019) studied the "Work-Life Conflict among U.S. Long-Haul Truck Drivers: Influences of Work Organization". The researchers found that long-haul driving was among the most unhealthy and unsafe occupations in the U.S., hence the researchers examined these aspects with regard to these drivers. Nearly 260 such drivers were interviewed for the sample and found that the perceived job stress was only statistically significant predictor for work-life balance. Fast pace of work, sleep duration and sleep quality were the predictors of perceived job stress. The structural equation model revealed that stress mediates the influences of fast work pace, supervisor support, and low sleep duration on each of the individual work-life balance indicators. The researchers suggested that there was an urgent need to address the work conditions of LHTDs to better support their health, well-being and work-life balance. A presentation by a researcher Sarah (2019) on "The Relationship Between Job Stress and Emotional Exhaustion" was based on examining the relationship between organizational stressors, social support and emotional exhaustion. Three job stressors that were being observed by the researchers were job demands, physical work environment, and relationships with others in the organization. The research revealed higher ratings of organizational stressor led to emotional exhaustion. Farrastama et al. (2019) studied the "Effect of emotional intelligence on counterproductive work behaviour with job stress as an intervening variable". The study was meant to analyse of Emotional Intelligence on Counterproductive Work Behaviour to find out the influence of emotional intelligence on job stress and to determine and also to analyse the effect of job stress on Counterproductive Work Behaviour on Civil Servants in Mataram city. Out of 734 civil servants, 90 were interviewed for this study through questionnaires. The result showed that Emotional Intelligence had a negative and insignificant effect on counterproductive work behaviour. Emotional intelligence had a negative and significant effect on work stress. Job stress had a positive and significant effect on Counterproductive Work Behaviour and Emotional Intelligence had a negative and significance effect on Counterproductive Work Behaviour mediated by work stress. All the above studies show that for each industry, the factors, causes and impact of job stress may vary. Rayle (2006) investigated "mattering, job-related stress and job satisfaction" of 388 elementary, middle, and high school counsellors from across the United States. Participants completed the school counsellor mattering scale, the school counsellor job-stress assessment, and several job satisfaction questions in order to assess perceptions of mattering to others at their schools and their job-related stress, and how these two constructs relate to school counsellors' overall job satisfaction. Mattering to others at work and job-related stress accounted for 35% of the variance in job satisfaction for the total sample of school counsellor; however, mattering did not moderate the relationship between job stress and job satisfaction. Results revealed that elementary school counsellors experienced the greatest job satisfaction and the lowest levels of job-related stress, and high school counsellors experienced the greatest job dissatisfaction and the greatest levels of job-related stress. Implications for school counsellors' mattering and job satisfaction are considered. Bragger et al. (2005) investigated work-family conflict, work-family culture, and organizational citizenship behaviour among teachers. 203 teachers completed measures of work-family culture, work-family conflict, organizational commitment, job satisfaction, and organizational citizenship behaviour (OCB). Person correlations indicated that OCB was related negatively to work-family conflict, and positively to work-family culture, job satisfaction, and organizational commitment. Hierarchical regression analyses indicated that work-family culture predicts work-family conflict, and that various forms of work-family conflict predict OCB. Analyses also showed that work-family culture predicts both organizational commitment and OCB, and that organizational commitment does not mediate the relationship between work-family culture and OCB. The findings support the importance for schools to foster a positive work-family culture. Schieman et al. (2003) studied a represented sample of employed men and women in Toronto, Canada; home-to-work conflict is associated positively with anxiety and depression. Two hypotheses propose work qualities as moderators. The double disadvantage hypothesis predicts that home-to-work conflict is more distressing when work is no autonomous, routine, or noxious. The intrusion on job status/rewards hypothesis predicts that conflict is more distressing when work is autonomous, non-routine, or non-noxious. Results shows that the association between home-to-work conflict and distress is stronger 1) among people in more autonomous jobs; 2) among women in routinized jobs; and 3) among in noxious environments.

4 RESEARCH METHODOLOGY

A sample of 120 journalists from across India was taken for this data collection process- this data was systematically taken from six cities- Delhi, Mumbai, Hyderabad, Bangalore, Chennai and Kolkata. 20 journalists from each city were personally requested to answer the structured questionnaire and the entire data compilation process was administered by the researcher personally. The software used for the data analysis in this study was SPSS (Statistical Package for the Social Sciences) 24.0.

Research instruments used were Job Stress Scale by Parker & DeCotiis, 1983 (13 item scale whose shorter version comprising 9 questions was used and which mapped the stress of journalists on time and anxiety fronts) and the second scale used was Work-Home Conflict Scale by Bacharach et al. (1991) which is a four point scale with four question.

Corresponding to the objective of the study, following is the key hypothesis of the research:

Ho1: There is no significant relationship between job stress and work-home conflict of the fashion and lifestyle journalists in the Indian media organizations.

5 RESULTS AND DISCUSSIONS

Age, gender, type of media, language of media, marital status, individual monthly income, family monthly income, length of service in the media industry and location of work were all taken into consideration to map the profile of respondents (Fashion and Lifestyle Journalists). These parameters were important to find out the circumstances and work-family position of these journalists.

The following table depicts the various aspects related to Job Stress (13 questions which were asked in the questionnaire and the mean values) and the corresponding response of journalists on each one of them.

	Work-home conflict	Job stress
Pearson Correlation	1	-.543**
p-value		0.000*
N	120	120

*Correlation significant at 0.01 levels

The above table shows the co-relation between work-home conflict and job stress of journalists. Since the Pearson Correlation is negative (r=-0543, p<0.01) found at 0.01 level of significance, therefore this implies that as one variable increases the other will decrease (inversely proportional relationship), which means with increase in work-home conflict, job stress decreases and vice-versa. This shows that the fashion and lifestyle journalists do not carry take over their work pressure from office to home.

To find out the relation further between the two variables, work-home conflict and job stress, regression analysis was carried out.

5.3 Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.54	0.29	0.29	2.01

Dependent variable: Work-Home conflict
Independent variable: Job Stress

The above table shows that R^2 = 0.29, implying that there is 29% variation in dependent variable explained by independent variables. The F value equals to 49.25 and which is found significant at 0.01 level of significance. This depicts the linear relationship between dependent and independent variable at 0.01 level of significance as further shown in Table 22.

5.4 F-Value between Work-Home Conflict and Job Stress

5.1 Result corresponding to Work-Home Conflict and its Aspects

Here is the response to questions related to Work-Home Conflict and the corresponding ranks of each question:

Response (Percentage in bracket) → / Question No. ↓	1	2	3	4	5	Mean	Rank
1	21(17.5)	61(50.8)	14(11.7)	15(12.5)	9(7.5)	3.58	4
2	41(34.2)	50(41.7)	0(0)	17(14.2)	12(10)	3.76	3
3	41(34.2)	40(33.3)	20(16.7)	8(6.7)	11(9.2)	3.77	2
4	60(50)	22(18.3)	14(11.7)	13(10.8)	11(9.2)	3.89	1
5	22(18.3)	60(50)	14(11.7)	11(9.2)	13(10.8)	3.56	5
6	22(18.3)	62(51.7)	4(3.3)	20(16.7)	12(10)	3.52	6
7	23(19.2)	61(50.8)	4(3.3)	16(13.3)	16(13.3)	3.49	7
8	24(20)	60(50)	4(3.3)	11(9.2)	21(17.5)	3.46	8
9	2(1.7)	49(40.8)	24(20)	36(30)	9(7.5)	2.99	11
10	2(1.7)	52(43.3)	28(23.3)	29(24.2)	9(7.5)	3.08	9
11	2(1.7)	53(44.2)	24(20)	32(26.7)	9(7.5)	3.06	10
12	36(30)	1(0.8)	0(0)	3(2.5)	80(66.7)	2.25	13
13	10(8.3)	46(38.3)	5(4.2)	11(9.2)	48(40)	2.66	12

5.2 Correlation Analysis between Job Stress and Work-Home Conflict of Fashion & Lifestyle Journalists

	Beta coefficient	Std. Error	t-value	p-value
(Constant)	15.9	0.60	26.5	0.00
Job stress	-0.110	0.02	-7.02	0.00**

	Sum of Squares	df	Mean Square	F-value	p-value
Regression	199.2	1	199.2	49.25	0.00**
Residual	477.3	118	4.05		
Total	676.6	119			

5.5 Beta coefficient value between dependent and independent variable

**Significant at 0.01 level

From above table, the value of beta coefficient is -0.11, which is significant (t=-7.02, p<0.01) at 0.01 level of significance. Therefore, for every unit of value of job stress, a -0.11 unit decrease in work-home conflict found in journalists.
Therefore, from the above discussion we conclude that there exists an inverse relationship between the two key variables of the study- job stress and work-home conflict. Hence the hypothesis of the study is disproved.

6 RESULTS AND DISCUSSION

The journalists who participated in the study were from the age bracket of 36-45 years (nearly 52%), 28% belonged to the age group of 26-35 years, 17% of the journalists hailed from the age bracket 46-55 years and only 3% were from 18-25 years age group. The data collected reveals that very few fashion and lifestyle journalists were from younger age bracket and most of these fashion and lifestyle journalists belonged to an average age bracket of 36-45 years. Ranging from Principle Correspondent to Assistant Editor and other Editor-level positions, are all attained within this age bracket by most journalists. The date collected from the six cities was focused on interviewing the fashion and lifestyle journalists, irrespective of the gender. The gender data revealed that 79% respondents were females while 21% of the respondents were males. More number of females were found covering the fashion and lifestyle beat in print and digital media from these Tier-I cities. The data related to type of media revealed that 60% of fashion and lifestyle journalists belonged to the print media category. The upsurge in social media news portals and internet websites related to fashion and lifestyle still comprise a smaller chunk compared to the print media segment. Only 40% (48 out of 120 respondents) of the journalists belonged to the non-print media category. The data related to language of media (to which these journalists belong) shows that a large majority of the respondents were from English newspapers, magazines or digital media portals. 71 out of 120 journalists (59%) hailed from the English media, while 28% journalists belonged to bilingual media category. 13% fashion and lifestyle journalists were from vernacular media background and communication in regional or local dialect. The current data was gathered from the Tier-I cities where English is the prime medium of communication with people and of news. Even as vernacular newspapers are the most read in the country according to various surveys and reports, this data may be just a reflection of the case of fashion and lifestyle journalists. With regard to the marital status of the journalists it was found that 52% respondents (fashion and lifestyle journalists) were married, while 36% were single and 12% were separated or divorced. This is a reflection of the personal relationships of fashion and lifestyle journalists from the six Tier-I cities under consideration. A majority of participants of the study were married. The data related to monthly individual income of the journalists showed that 72% of respondents had a monthly individual income between Rs. 25,000- 50,000. About 16% of them had a salary of Rs. 50,000 or above and 12% respondents had monthly salary less than Rs. 25,000. 86 out of 120 respondents of this study were from the majority salary bracket of 72%, pointing at the average salaries offered to the fashion and lifestyle journalists in the India media industry. The data collected regarding the monthly family income revealed that 38% of the respondents had a monthly family income between Rs. 50,000-75,000. The result indicates that the economic condition of journalist residing in Tier-I cities. Most of these cities have high cost of living. About 34% of them had a family monthly income of above Rs. 75,000 and 25% respondents had monthly family income between Rs. 25,000-50,000, most of these families comprised those in which the journalist was the sole bread winner of the family and the entire expenses were being borne by him. Only 3% of the journalists had the monthly family income less than Rs 25,000. Considering the cost of living of bigger cities, this income figure appears modest. With regard to the experience in the media industry, the data revealed that a majority of these fashion and lifestyle journalists had a reasonable work experience- 67% of the fashion and lifestyle journalists had an average 5-10 years of experience in the media industry. About 25% of the fashion and lifestyle journalists have 11-20 years of media experience, while 8% journalists has less than five years of media experience. The graph shows that a majority of these fashion journalists had some previous experience of or in the media industry.

Response ⇒
Question ⇓

	Very Low N (%)	Low N(%)	Medium N(%)	High N(%)	Very High N(%)	Mean	Rank
14	6(5)	9(7.5)	58(48.3)	47(39.2)	0(0)	3.22	1
15	5(4.2)	25(20.8)	61(50.8)	29(24.2)	0(0)	2.95	3
16	35(29.2)	4(3.3)	58(48.3)	23(19.2)	0(0)	2.58	4
17	10(8.3)	4(3.3)	58(48.3)	48(40)	0(0)	3.20	2

6.1 Results Related to Job Stress of Fashion & Lifestyle Journalist

The job-stress questionnaire had 13 questions out of which first 9 questions mapped the time stress while the last 4 questions were related to anxiety stress. Here are the conclusions drawn from the data: The response to the first question of this scale revealed that most fashion and lifestyle journalists were content with the time that they are spending with their family. Unlike hard-core journalist and hard news journalism, this could be attributed to the soft nature of news carried in these fashion and lifestyle supplements or magazines or in the non-print media. From the second question of job stress questionnaire it was revealed that although journalism is a demanding and high-pressure profession, yet journalists do not end up spending excessive time spent at workplace. Fashion journalism, unlike hard news journalism is not excessively deadline-bound. Another aspect which was measure was the time left with journalists for other activities (other than work). A majority of fashion and lifestyle journalists responded that they did not feel that working in their

organization gave less time to them for other activities- which implies they were satisfied with the time that they got for other activities (other than work). When these journalists were asked if they feel they are married to the company, a majority (i.e.50%) responded that they strongly agreed to the statement. This implies that most of these journalists feel that their first commitment is towards the organization and most of their energy and time goes to the company. Fashion and lifestyle journalists from these six cities opined that they do not face the paucity of time to do their work (I have too much work to do and too little time to do it in). This means, fashion and lifestyle journalists have ample time to achieve their daily work targets. Fashion and lifestyle journalists do not mind and dread being called up by their office after they leave the office. This does not cause them stress. This however may not be the case of hard-news journalists who are on a constant pressure to cover spots and urgent happenings and events in the city they are placed in. For fashion and lifestyle journalists, being on a holiday is not a distant dream. Not having sufficient holidays is not a major cause of stress for these journalists. They feel they have ample relaxation. One optimistic finding from the study is that most fashion and lifestyle journalists opine that their work atmosphere is not miserable. This pertains to the job demands of the journalists and work culture. Half of the journalists who participated in the study said that they do not feel their colleagues are burnt out by the demands of the job. In the anxiety related items of job stress questionnaire it was found that there was a mixed response on whether these journalists feel fidgety and nervous about their job. Nearly 37% journalists said that they felt so while 41% journalists disagreed. There was sufficient evidence to conclude that their job did make them nervous for some journalists. More number of fashion and lifestyle journalists felt that their job does not get on them more than it should (about 43%). These journalists from six cities and from various fashion and lifestyle newspapers, magazines and non-print media opined that their job does not drive them up to the wall. Driving up to the wall means that something or someone is annoying and irritating. About 44% journalists said that they were not irritated by their job, while 34% felt that they did feel annoyed at work. The result shows that most journalists do not feel irritated with their work. 67% fashion and lifestyle journalists from six cities (total 120 in number) responded that they do feel a tight feeling in chest when they think of their job. This means that for more than half of these journalists there is some kind of discomfort associated with their job. This could be due to uncertainty about future, or lack of promotion opportunities in that organization, or other serious concerns at work. Taking a day off from work makes these fashion and lifestyle journalists feel guilty (49% responded that they felt so, while 39% did not perceive so). This shows that their job really weighs heavy on their mind.

6.2 Results Related to Work-Home Conflict of Fashion & Lifestyle Journalist

A considerable number of fashion and lifestyle journalists opined that demands of work often interfere with their home, family or social life. Nearly half the respondents of the study said that they sometimes felt their work had disadvantage for their family and social life. A majority of fashion and lifestyle journalists felt that they did not seem to have enough time for their family or social life. Findings related to conflict that journalists carry from work to home vis-à-vis age revealed that work-home conflict affects journalists in the age bracket of 26-35 years the most. Gender of journalists did make any difference to the work-home conflict of these fashion and lifestyle journalists. Type of Media (print or non-print) has no connection with work-home conflict of journalists. Journalists who work in bilingual media (including both English and vernacular modes) have high work-home conflict compared to their English or Vernacular counterparts. This implies that the tensions or conflict that they carry from work to home is more compared to those who work only in English or only in Vernacular media. The findings reveal that journalists who are separated or divorced have maximum work-home conflict compared to their other counterparts who are single or married. Research findings suggest that individual monthly income does not affect the work-home conflict of these fashion and lifestyle journalists. Hence, we rule out the contribution of individual monthly income in accelerating or retarding the work-home conflict of journalists. Findings reveal that family monthly income does not affect the work-home conflict of the fashion and lifestyle journalists. Therefore we rule out the contribution of family monthly income in accelerating or retarding the work-home conflict of journalists. Similarly, the length of service in the media industry does not affect the work-home conflict of the fashion and lifestyle journalists. Therefore we rule out the contribution of duration spent in the media industry by a journalist in accelerating or retarding the work-home conflict.

6.3 Results Related to Job Stress vis-à-vis Socia-Economic Demographics

Findings related to job stess among fashion and lifestyle journalists revealed that journalists who are in the age bracket 36-45 years get affected by job-stress the most. The research data reveals that for male journalists this relationship of job-stress and gender is strongest. This means that job stress affects male journalists in the fashion and lifestyle segments much more than their female counterparts. This is a significant finding of the study. The type of media does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution of type of media in which a journalist works (print or non-print category) in job-stress. The language of media (English or Vernacular or both) does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution of language of media in job-stress of fashion and lifestyle journalists. Research findings reveal that the marital status of respondents does not affect the job-stress of the fashion and lifestyle journalists. Therefore, we rule out the contribution or role of marital status of journalists with regard to job-stress. Monthly income of journalists has impact on the job stress of journalists. For those who have individual monthly income above Rs. 50,000 their job stress is more compared to their other counterparts who earn less. Research data and analysis from the previous chapter reveal that family monthly income of respondents does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution or role of family monthly income of journalists with regard to job-stress. The impact of length of service in the media industry on the job stress of fashion and lifestyle journalists is certainly there. For those who have served in the media industry between 5-20 years, the mean value is more and hence the impact of job-stress is more in their case. Those who have served in the media industry for less than five years, impact of job-stress on these journalists are relatively

less.

6.4 Results Obtained from Co-relation Analysis of Job Stress and Work-Home Conflict

Correlation analysis between job stress and work-home conflict of fashion and lifestyle journalists revealed an inversely proportional relationship between work-home conflict and job stress among journalist. This means that with the increase of work-home conflict of journalists, their job stress decreases significantly and vice-versa. The result also shows that the fashion and lifestyle journalists do not carry their work pressure and tensions at home (from work).

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Factors Affecting Job Stress of Fashion & Lifestyle Journalists

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Abstract: ***Credible and result-oriented organizations,all over the world,attempt to keep the employees stress-free and exultant. In the realm of Indian Media organizations, however, the concepts of job stress, work-home conflict and other organizational barometers to test out the wellbeing of work place and employees have gone unnoticed so far. While the gigantic media and entertainment industry in India continues to flourish with steadfast market reports suggesting considerable growth in near future, the employees' concerns are overlooked particularly in a situation where media refrains from talking about media itself. One may have rarely heard instances of internal conflict among media organizations or discomfort of media employees in the open domain. This study examines the job stress of fashion and lifestyle journalists in the Indian media organizations with an aim to bring forth issues related to media professionals, specifically the working journalists for whom juggling between work, family, meeting deadlines, producing high quality stories-all often becomes an arduous task. It measures aspects of age, income of these journalists among others. The findings of the study are a reflection of the significant difference between the convention hard news journalism and the fashion and lifestyle journalism as a profession. Fashion and lifestyle journalism, as a genre, is much different and the demands are dissimilar to the hard news journalism. The present study takes a leap ahead and explores job stress among Indian fashion and lifestyle journalists.***

key words: Job Stress, Media, Journalists, Fashion, Lifestyle, Lifestyle Journalism, Indian Media

I. INTRODUCTION

Work related stress has become omnipotent and omnipresent in modern times, hardly leaving any profession untouched with its ramifications. Employees in all industries are rumpled by pressures of performance, speed, outcome, productivity, quality and effectiveness. Media as an industry and journalism as a profession is weighted down with deadlines. Ironically, these deadlines are not a monthly or yearly affair as in case of most other professions, but one day after another a journalist is expected to deliver with accuracy, speed and fairness **(Stovall, 2011)**. Job stress in the media industry is not an unheard phenomenon all over the globe. A US magazine, Careercast, rated 200 careers in the year 2015 and cited newspaper reporting as the seventh most stressful occupation in comparison to other occupations. Studies suggest that newspaper copy editors report a high level of emotional exhaustion and depersonalization than reporters. Nearly two fifths of editors also say they have a job-related health problem.

In the Indian context, media industry has been witnessing interesting turn of events in the recent decades, not just in terms of ownership of media organizations, but even the slant of political news, news coverage and its impact on masses.Despite exhaustive study of organizational issues in several industries and conducted in different states and countries, concerns of media newsrooms remain unresolved. Within the media organizations, fashion and lifestyle newsrooms are among the relatively "cornered" segments, with meagre research material available on their concerns and work life. This is despite the fact that the popularity and reach of entertainment news amongst the public is immense and people do look forward to entertainment news the most. The present study, therefore, goes a step ahead to evaluate the job stress in context of the Indian media organizations, particularly the fashion and lifestyle journalists. The rationale of this study is to monitor the well-being of employees, particularly from the perspective of job stress

The objective of the study is to critically examine the jobstress among fashion and lifestyle journalists in the Indian media organizations across different demographic variables.

Following are the key hypothesis of the study:

Ho1: There is no significant difference in the perceived job stress among fashion and lifestyle journalists with respect to the age.

Ho2: There is no significant difference in the perceived job stress among fashion and lifestyle journalists with respect to marital status of the journalists.

Ho3: There is no significant difference in the perceived job stress among fashion and lifestyle journalists with respect monthly income of journalists.

II. THEORY

Researchers **(Glowinkowski& Cooper, 1987)** had identified six major sources of managerial stress. These include (i). Stress in the job itself (ii). Role based stress (iii). Relationship with subordinates, colleagues and superiors (iv). Career Development Factors (v). Organizational structure and climate (vi). The work: family interface. The last one pertains to the work-demands and the family or social demands.

There are certain other factors like intrinsic job stress factors

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which also matter. These are the stress factors from the job itself. Excessive travel, deadlines and the pressure of mistakes have also been shown as potential sources of stress **(Cooper, 1982).**

A major contribution in the study of occupational or job stress was of a cluster of researchers who conducted non-experimental studies. These American researchers **(Kahn, Wolfe, Quinn, Snoek& Rosenthal, 1964)** suggested that one-third of employees in their national sample were experiencing some occupational stress. There are four approaches to job stress, as explained by researchers in the field. These are (i) Medical (ii) Clinical or Counselling Psychology (iii) Engineering Psychology and (iv) Organisational Psychology. For the purpose of this study, the organizational perspective of the job stress shall be assumed. One of the most significant works in the history of job stress research was done in the years 1983.

III. METHODOLOGY

This study examines two parameters from a quantitative perspective, these are job stress and work-home conflict and the aim is to address work life concerns of journalists' in India. The research design was descriptive in nature Data was collected and analysed with the help of two standard questionnaires as research instruments and filled by 120 full-time fashion and lifestyle journalists from each of the six Tier-I cities (20 from each city) in India (Bengaluru, Chennai, New Delhi, Hyderabad, Kolkata and Mumbai, based on the Human Development Index, HDI). Job Stress Scale is 13-item scale developed by Parker &Decotiis (1983). The content of the items comprising the first component of this scale is closely associated with feelings of being undersubstantial time pressure, and is named time stress. The second component is dominated by items having to do withjob-related feelings of anxiety. This dimension of job stress is referred to as anxiety. Alpha coefficient in this study was 0.86. It is a summative Likert-type rating scale that measures overall job stress using anchors that range from 1 (strongly disagree) to 5 (strongly agree). The scale scores can range from 13-65 with higher scores indicating higher levels of job stress. **Jamal & Baba (1992)** used a shortened form of this scale using nine items from 13. Therefore, this scale broadly measures perception on two major fronts- (i) time stress items and (ii) anxiety items.

IV. RESULTS& ANALYSIS

The following table depicts the various aspects related to Job Stress (response to the 13 questions) and the corresponding response of journalists on each one of them:

Table 1: Different aspects related to Job Stress and the corresponding response of journalists on each one of them

Response / Question No.	1	2	3	4	5	Mean	Rank
1	21(17.5)	61(50.8)	14(11.7)	15(12.5)	9(7.5)	3.58	4
2	41(34.2)	50(41.7)	0(0)	17(14.2)	12(10)	3.76	3
3	41(34.2)	40(33.3)	20(16.7)	8(6.7)	11(9.2)	3.77	2
4	60(50)	22(18.3)	14(11.7)	13(10.8)	11(9.2)	3.89	1
5	22(18.3)	60(50)	14(11.7)	11(9.2)	13(10.8)	3.56	5
6	22(18.3)	62(51.7)	4(3.3)	20(16.7)	12(10)	3.52	6
7	23(19.2)	61(50.8)	4(3.3)	16(13.3)	16(13.3)	3.49	7
8	24(20)	60(50)	4(3.3)	11(9.2)	21(17.5)	3.46	8
9	2(1.7)	49(40.8)	24(20)	36(30)	9(7.5)	2.99	11
10	2(1.7)	52(43.3)	28(23.3)	29(24.2)	9(7.5)	3.08	9
11	2(1.7)	53(44.2)	24(20)	32(26.7)	9(7.5)	3.06	10
12	36(30)	1(0.8)	0(0)	3(2.5)	80(66.7)	2.25	13
13	10(8.3)	46(38.3)	5(4.2)	11(9.2)	48(40)	2.66	12

The job-stress questionnaire had 13 questions out of which first 9 questions mapped the time stress while the last 4 questions were related to anxiety stress. Some of the points related to these questions are discussed below.

When asked if they are spending quality time with their family, a majority of respondents did not agree with the statement (which was inversely asked) and 50.8% of them registered a score of 2 on a scale of 5. Most fashion and lifestyle journalists therefore are content with the time they are spending with their family. Unlike hard-core journalist and hard news journalism, this could be attributed to the soft nature of news carried in these fashion and lifestyle supplements or magazines/non-print media.

Responding to another question related to excessive spent at workplace and how the journalists felt about it. The data collected and the result analysed shows that although journalism is a demanding and high-pressure profession, yet journalists do not end up spending excessive time spent at workplace. Fashion journalism, unlike hard news journalism is not excessively deadline-bound. Most of these journalists feel that their first commitment is towards the organization and most of their energy and time goes to the company.

Half of the journalists who participated in the study said that they do not feel their colleagues are burnt out by the demands of the job, which is a positive indication for lifestyle journalism proponents.

In the anxiety related items of job stress questionnaire it was found that there was a mixed response on whether these journalists feel fidgety and nervous about their job. Nearly 37% journalists said that they felt so while 41% journalists disagreed. There was sufficient evidence to conclude that their job did make them nervous for some journalists.

67% fashion and lifestyle journalists from six cities (total 120 in number) responded that they do feel a tight feeling in chest when they think of their job. This means that for more than half of these journalists there is some kind of discomfort associated with their job. This could be due to uncertainty about future, or

lack of promotion opportunities in that organization, or other serious concerns at work.

Taking a day off from work makes these fashion and lifestyle journalists feel guilty (49% responded that they felt so, while 39% did not perceive so). This shows that their job really weighs heavy on their mind.

Table 2: Significance value of Job Stress vis-à-vis age of the journalists

Age	Mean	SD	F-value	p-value
18-25 years	6.0	1.2	18.2	0.00**
26-35 years	10.9	2.9		
36-45 years	12.7	1.5		
46-55 years	12.6	1.4		
Total	11.9	2.4		

***Significant at 0.01 level*

The above table gives the relationship of job-stress with age of journalists. Since the significance value is within the stipulated limit, there studying the impact of age on job-stress is useful. The data reveals that journalists who are in the age bracket 36-45 years have maximum mean value (12.7) and therefore the relationship of job-stress in this age bracket is strongest. This age group is followed by journalists between age group 46-55 years (mean value 12.6), then journalists between age group 26-35 years (mean value 10.9) and lastly journalist between age limit 18-25 years have least impact on job-stress (mean value 6).

This table shows that age of journalists really matters when it comes to measuring their job stress and the highest impact is found in those between age group 36-45 years.

Table 3: Significance value of Job Stress vis-à-vis marital status of journalists

	Mean	SD	F-value	p-value
Single	12.0	2.4	1.41	0.25
Married	12.1	2.3		
Divorced/ Separated	11.0	2.6		
Total	11.9	2.4		

The above table shows the significance value of job-stress vis-à-vis marital status of journalists. The p-value (probability value) is 0.25, which is higher than the stipulated significance limit. Therefore, it can be concluded that the marital status of respondents does not affect the job-stress of the fashion and lifestyle journalists. Therefore we rule out the contribution or role of marital status of journalists with regard to job-stress.

Table 4: Significance value of Job-Stress vis-à-vis individual monthly income of journalists

	Mean	SD	F-value	p-value
<Rs.25000	9.8	3.4	7.73	0.00**
Rs. 25000-50000	12.2	2.2		
>Rs. 50000	12.4	1.3		
Total	11.9	2.4		

***Significant at 0.01 level*

The above table shows the significance value of job-stress vis-à-vis their individual monthly income. The significance value is within the stipulated range, therefore there is an impact of monthly income of journalists and their individual monthly income. For those who have individual monthly income above Rs 50,000, their job stress is more compared to their other counterparts who earn less (mean value 12.4). This is followed by those who have individual monthly income between Rs 25,000- 50,000 (mean value 12.2) and lastly for those with salary less than Rs 25,000 (mean value 9.8).

Hypothesis	**Result**
Ho1: There is no significant difference in the perceived job stress among fashion and lifestyle journalists with respect to the **age.**	**Disproved (Affects)**

Ho2: There is no significant difference in the perceived job stress among fashion and lifestyle journalists with respect to **marital status** of the journalists.	**Proved (Does not affect)**
Ho3: There is no significant difference in the perceived job stress among fashion and lifestyle journalists with respect **monthly income** of journalists.	**Disproved (Affects)**

Following are the key findings of the study:

(i) Findings related to job stress among fashion and lifestyle journalists revealed that journalists who are in the age bracket 36-45 years get affected by job-stress the most.

(ii) Research findings reveal that the marital status of respondents does not affect the job-stress of the fashion and lifestyle journalists. Therefore, we rule out the contribution or role of marital status of journalists with regard to job-stress.

(iii) Monthly income of journalists has impact on the job stress of journalists. For those who have individual monthly income above Rs 50,000 their job stress is more compared to their other counterparts who earn less.

V. CONCLUSIONS

The study concludes the fashion and lifestyle is an exceptional genre when it comes to job stress of journalists. While journalism itself is a high pressure profession, given the nature of deadlines of news, the demand for accuracy and fairness, among others, the findings of this study will be instrumental in carrying forward the research related to work environment of journalists. Among these journalists the younger ones are the most affected, particularly those between 36-45 years of age. Married journalists from fashion and lifestyle segments are likely to be affected by job stress as much as the ones who are separated or single. Monthly income of journalists has an impact on the job stress of journalists. For those who have individual monthly incomes above Rs 50,000 are most likely to fall in stress at work compared to those who earn lesser than this.

There is immense scope of further research in this area. Job stress of media professionals and journalists is by far an untouched territory and there is a dire need of future research in this area. Media firms and their Human Resource departments need to take a cognisance of the matter and take up the job stress of take the issue of job stress among media professionals seriously. Regular self-healing, meditation, yoga classes can prove to be a great stress-buster for these journalists. It can enable them to handle their work-family balance better and can also aid in handling job stress, including pressure of deadlines, much better.Researchers too can take this study forward in terms specific job stress factors for hard news journalism and mapping the organizational effectiveness, evaluating the leadership in India media, among other parameters.

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RELATION OF JOB INCOMES AND LEADERSHIP PERCEPTION : A STUDY OF INDIAN FASHION & LIFESTYLE JOURNALISTS

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Abstract:

Editors, as leaders, have a significant impact on the functioning of reporters and eventually the output of the organization. The applicability of time tested leadership style questionnaires to various industries has been experimented. This study aims to find out the perception about Editors vis-à-vis monthly income of fashion and lifestyle journalists across Punjab. The study deals with opinion of accredited male and female media professionals in Punjab state and aims at evaluating whether media professionals prefer an Editor who has inclination towards only work relationship or one who personally gets involved in problems and issues related to employees. Do media professionals feel their Editor is fair when it comes to allocation of work? In brief, are Editors in Punjab print media industry good leaders as perceived by their subordinates from differently income groups- this research question is being evaluated. Media Professionals assume the role of subordinates and Editors-the supervisors in this case. The analysis includes comparison of male and female reporters' opinion about their Editor and on basis of their monthly salary. The study evaluates the research questions at length statistically and analytically. It was found that journalist preferred their leader to be fairer in matters of work allocation, equal distribution of work among other factors. When it comes to job incomes, the disparity in job incomes had no significant effect on the perception about the leader or editor.

Key words : **Media Industry, Leadership Styles, Editors, Indian Media, Fashion Journalism, Lifestyle**

Introduction :

The phenomenal growth of the Media and Entertainment industry in India **(The Indian Media Business, 2010)** makes it thought prudent to study various aspects of the organizational set up, work life of media professionals and other aspects of organizational behavior in the media industries of the country.

Leadership is one of the best studied and most interesting areas under organizational behavioral sciences. In case of media organizations and editorial sections in particular, we assume editors to be the obvious leaders (which includes assistant editors, associate editors, senior editors among others). Leadership is the ability of an individual to lead through inspiration and motivation and eventually resulting in fulfillment of organizational goals. This concern about leadership is central to an organization's functioning is Leadership and has also come to be recognized as a driving factor in productivity **(Armandi, Oppedisano, & Sherman, 2003**) and hence the overall performance as well.

Management researchers are of the view that concepts such as leadership styles must be implemented at the practical level in organizations for effective outcome of such research projects.

The present study evaluates the perception of fashion and lifestyle journalists in Punjab, comprising reporters, sub-editors, photo-journalists, designers and coordinators of teams

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in the respective media organizations. Evaluation of perception of subordinates through Leadership style questionnaires have been tested in various industries like banking, insurance, textile and other sectors in India, but this research and analysis needs to be extended to media industry as well keeping in view the specific needs of this industry. Monthly income of media professionals has been taken into consideration in this study and perception about Editors was statistically analyzed for professionals with different incomes. The implications of the study are connected directly to betterment of policies and managerial systems in media organizations as well as to the reforms in this sector. This is much needed in current times when several aspects of media have come under scanner **(Press Council of India, report, 2010)**. Better media policies would be an obvious outcome of concrete research in this area, backed by statistical support and evidence.

1.2 Status of Media Industry in India

Projected growth

(i) A report on the status of the Media and Entertainment industry in India (13th edition by Pricewaterhouse Coopers, PwC, p.80 in June 2012) reported that India is second in the Asia-Pacific region for projected growth rate. For the span 2012-2016 this projected growth is 14.3 percent in terms of Compound Annual Growth Rate. By 2016, the growth is expected to reach $42, 226 million.

(ii) The **FICCI-KPMG** report of 2013 indicates a Compound Annual Growth Rate of 15.2 percent by 2017. The industry is expected to reach INR 1661 billion worth by this year, suggests the report. Despite gloomy picture of media houses world over, in India however the scenario is different and growth is expected for various segments of media **(The Indian Media Business, 2010).** The growth and projected prosperity in this sector makes it thought prudent to study the leadership in the Media Industry.

(ii) Print Industry in India:

The origins of press go back to Gutenberg's Printing press and his continuous roll of paper, where he published Bible **(Kumar, 2010).** A popular event in the history of print media was instruction of Penny press by Benjamin Day, who brought down the price of newspaper, New York Sun so drastically in 1833.

In India, it was James Augustus Hickey, who was called the father of Indian press and started a weekly newspaper called the Bengal Gazette in 1780 from Calcutta. The maiden attempt in the print sector, this was the first newspaper during the East India Company days. Print media played a significant role during the freedom movement days in India and several freedom fighters and patriots used to write in newspapers and newsletters to bring together the masses. Mahatama Gandhi's Harijan is a case in point. Newspapers including Times of India, Amrit Bazaar Patrika, The Standard, The Courier and The Pioneer came into existence around the same time. **(Kumar, 2013).**

(iv) RNI Statistics:

According to the Registrar of Newspapers in India (RNI), which is designated to register all print publications in India by the Union Government claims 86,754 registered publications till March 31, 2012 and the numbers are still growing. These include newspapers, news magazines, periodicals, journals among others.

Review of Literature

Trait Theories: It was in the 1920's and 1930's that the management researchers began exploring the qualities of a leader. The trait theories had a major flaw, as researchers later pointed out. This was the lack of attention on the actual relationship of this leader with his subordinate or people working under him and in his team. So this interaction aspect was lacking as well as the circumstances and conditions in the team or organization.

Argyris (1974) opined that downward communication at the top of a newspaper organization could give rise to inefficiency. Elements like problem solving, decision making and implementation in the organization supported effectiveness if they are in right

direction.

Polansky & Hughes in 1986, Nielsen & Pate in 1989 and Louis in 1997 are just a few names who studied leadership in context of media industry in past however newer challenges with transformation in atmosphere of news organizations and different kind of challenges in media that need further investigation **(KÜNG, 2006).**

Researchers suggest that new theories and approaches are required for leadership in various industries **(Pinnington, 2011).**

It was in 1940's and 1950's that several researchers paid serious attention to leadership studies. At Ohio State University **(Shartle, 1956)** the traits of leaders and perception of leadership was being researched upon around the same time. Questionnaires were developed to measure the effectiveness of a leader in the organization. This was the Leader Behavior Description Questionnaire (LBDQ) which categorized leader's behavior in two aspects- consideration and initiating structure **(Stogdill, 1977).**

Relationship orientation in context of the leader includes qualities like listening to group members, easy to understand, is friendly and approachable and is willing to make changes. The behavior of task orientation is related to qualities like assigning tasks to members, making attitude clear to the group, being critical of poor work, sees to it that group is working to capacity and coordinates activity.

Fiedler (1967) gave the contingency theory which established that the effectiveness of the leader depends on the Leadership Style and on the control and influence of a leader over a situation. He differentiated leadership styles into task and relationship orientation. Leaders who are task oriented have a belief in performing better in situations and getting tasks done. However, the relationship oriented leaders are those who lay great emphases on inter-personal relationship in a team.

Connecting good leadership with commitment towards organization, **Bass (1985)** propounded that transformational leadership includes charisma, intellectual stimulation and individualized consideration. He suggested that when the leader is more charismatic, employees tend to be more satisfied and committed.

Heresy and Blanchard (1996) suggested the situational leadership theory. It stated that the leaders should adapt their style in accordance with the follower's development style or maturity. Leader must observe the extent to which the follower is willing to perform the desired tasks. Keeping in view the competence of the subordinates, the leader must adapt a style. When the level of maturity is low then high task is applicable. In this case the leader may apply low relationship style as well to get desired results. On the flipside if the level of maturity is high among the subordinate of the follow in that case a leader can follow the path of low task. In this context a high relationship works best for effectiveness.

An Indian model of enlightened leadership was propounded by **Sharma (1998)** that combined the Indian Guna Theory (Satva guna reflecting balance and equilibrium, Rajas guna reflecting action and expansion and Tamas guna symbolizing inertia or resistance to action) with the western management theories. The theory was suggested that enlightened leaders created transformational rewards.

Studies revealed that when the aim of the organization was to reach greater and higher levels of output then autocratic style of leadership was considered more effective **(Sharma, 2008).**

Objectives

The study aims to find out two broad objectives, these are as follows:

1) **Evaluating relationship of the perception about Editors (from the point of view of Journalists) with monthly income of fashion and lifestyle journalists across Punjab**.
2) To find out if subordinates (journalists) prefer Editors with more task orientation to be better or relation oriented.

Research Methodology

On the basis of differently income groups (monthly income of respondents), the study **aims to evaluate the perception of media professionals based in the state of Punjab about their Editors or leaders in the organization. The research focuses primarily on the print media industry and media professionals include-** Reporters, Sub-Editors, Designers, Photo-Journalists and Coordinators of teams. A sample of accredited print media professionals was chosen and requested to fill forms through e-questionnaire created on Google drive. Both emailing and personal interviews were done to ensure authenticity of the questionnaires filled. These accredited professionals were recognized by the department of Public Relations, Punjab Government till December 31, 2012.

In this related to media professionals of Punjab the Leadership Behaviour Description Questionnaire developed by **Halpin (1957)** was used, to find out more about leadership styles in the media industry in India.

Behaviors related to **relationship orientation** (consideration) include

- Listening to group members
- Easy to understand
- Is friendly and approachable
- Is willing to make changes

Behaviors related to **task orientation** (Initiating structure) include

- Assigns tasks to members
- Makes attitude clear to the group
- Is critical of poor work
- Sees to it that group is working to capacity
- Coordinates activity

Statistical package for Social Sciences (SPSS) version 17.0 was used to analyze the data. Results have been indicated through tables and graphs.

88 media professionals filled up the form from newspapers and newsmagazines in Punjab and were all found valid for study.

Data Analysis and Presentation:

Descriptive statistics like the Mean, Medium, Standard Deviation and F-test were used as the main tests of analysis. To check the mean difference between respondents of different income groups calculation was done using F-test.

The composition of male and female respondents was- 11.4% females and 88.6% male respondents participated in this study.

The following figure gives a representation of media professionals on the basis of monthly income. Interesting results are revealed from this distribution chart. A majority of professionals fall in the group of income less than Rs 20,000 and very few (n=7) have monthly income between Rs 40,000- Rs 1lac.

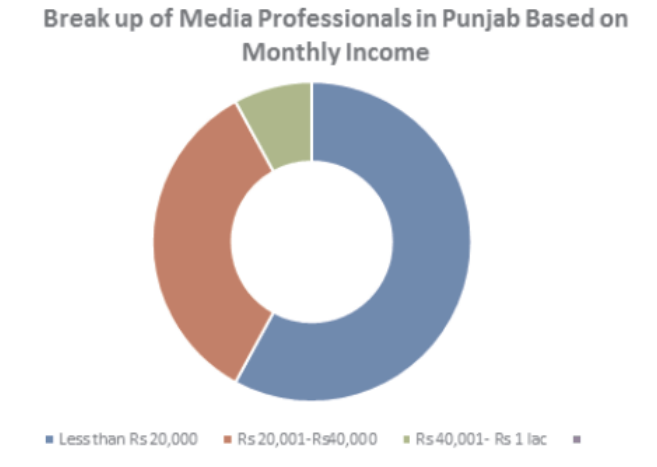

Figure1: Distribution of respondents based on their monthly income/salaries

Table 1 indicates the descriptive statistics related to perception of leadership styles of media professionals in Punjab showing three broad income groups. One group comprises of professionals whose monthly salary was less than Rs 20,000, other between Rs20, 000- Rs 40,000 and last group with monthly salary of Rs 40,000- Rs 1 lac.

	Less than Rs20,000 (n=51)		Rs20000-40000 (n=30)		Rs40,001- 1,00,000 lac (n=7)		F value	P value
	Mean	SD	Mean	SD	Mean	SD		
Task Orientation	45.96	5.11	48.47	6.15	44.14	4.10	2.84	0.06
Relationship Orientation	42.10	4.92	43.37	4.25	41.00	3.79	1.08	0.34
Leadership Orientation	88.06	8.45	91.83	9.04	85.14	6.57	2.67	0.07

Table1: Mean, SD and F value among income for Leadership Styles of Editors in Punjab based on monthly income

The p-value obtained in the above table is non-significant for overall leadership style and both its dimensions, task and relationship orientation. This indicates that the perception of leadership styles of editors does not vary with wages or monthly salaries of media professionals. However, a look at the following figure about mean scores of task and relationship orientation reveals inclination of professionals about their preference of nature of their leader.

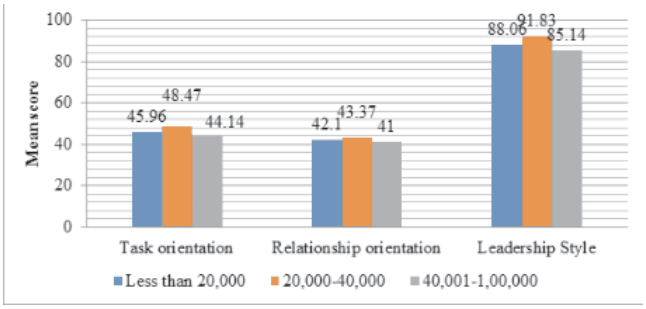

Figure 2: Task and Relationship Orientation aspects of leaders and the mean scores of respondents

The mean scores for task orientation were higher than relationship orientation indicating that professionals in this industry preferred their leader to be fairer in matters of work allocation, equal distribution of work among other factors.

Limitations of Study

This study is restricted to the perception of print media professionals of Punjab and accredited media professionals only. A host of media organizations have hired stringers and contractual staff in interiors and cities of Punjab. The list of recognized professionals available with the public relations department was utilized for this purpose. Another limitation of the study is its coverage of print media segment only, whereas the extent of media industry has growth bigger due to emerging social and digital media coupled with films and entertainment sector.

Another fallout in studies concerning media persons is the shortage of time available with journalists and non-journalists involved in news production to fill up questionnaires. Lists of accredited media persons in Punjab, and its neighboring state of Haryana and Union territory of Chandigarh sometimes overlaps with Editors and bureau chiefs availing accreditation from more than one state.

Deductions and Conclusions

In the field of the Indian media industry, there is a scope of further research on work environment in organizations, wages of media professionals and on evaluation of leadership styles. Certain researchers including **Kung (2006)** have worked in the area of leadership in media Industry. From the present study, following are the conclusion drawn.

The present study reveals that most media professionals when categorized on the basis of monthly income indicate that more number of media professionals had lesser salaries. Most of the professionals had monthly wages less than Rs 20,000

(n=51) and too less professionals (n=7) had monthly income between Rs 40,000-Rs 1lac. Non-significant mean difference was obtained for media persons from different income groups indicating that their income does not affect their perception about their boss in the organization. Other reasons need to be explored which affect leadership style perception of journalists and non-journalists in the media industry.

Subordinates in the media industry (Fashion and lifestyle journalists in specific) prefer their leader/editor to be task orientated rather than relationship orientated. This indicates that professionals in this industry want their leader to be fair and clear in the matters of work allocation, equal distribution of work among other factors.

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Mapping the Work-Home Conflict of Indian Fashion & Lifestyle Journalists: A Study of Punjab, Haryana and Himachal Pradesh Bureaus

Dr. Neha Miglani* and Dr. Prabhdip Brar**

ABSTRACT

Pressures of fashion journalism are starkly different from the conventional form of journalism. The need to keep oneself updated with brands, appropriately dressed, maintaining a status quo are the top in the list of pressures on a fashion journalist. This study evaluates the pressure in the form of 'conflict' that a fashion journalist carries from work to home. The role clash or dissatisfaction in one section can cause commotion in the other. The conflict of work and home is particularly true in a competitive world. Balancing work and home and keeping conflict at bay is an important task for a fashion journalist. The credibility and high moral standards expected from journalists, the pressure of daily and hourly deadlines could often cause turbulence in social, emotional and family lives of these journalists, leading to many quitting the profession after certain years. Work-home conflict implies the pressures and conflict that an employee (a journalist in this case) carries from office to home. This paper maps the work-home conflict of 40 journalists from fashion, lifestyle and features segment of newspapers and magazines (print media) headquartered in Chandigarh, India (comprises journalists from Punjab, Haryana and Himachal Pradesh Bureau). These journalists rated and evaluated their 'work-home demands', 'detraction from work' and 'quality time given to family' on a Likert-type scale. Evaluation of this statistical study revealed that there was no significant difference in the impact of work-home conflicts of these fashion journalists vis-à-vis their genders, work profiles and monthly incomes.

Key Words: Work-Home Conflict, Fashion Journalists, Lifestyle Journalists, Media Professionals, Indian Journalists, Media Organizations

Prologue

Media as an industry, and journalism as a profession is crammed with deadlines. Ironically, these deadlines are not a monthly or yearly affair as in case of most other professions, but one day after another a journalist is expected to deliver with accuracy, speed and fairness **(Stovall, 2011)**.

While the gigantic media and entertainment industry in India continues to flourish with steadfast market reports suggesting considerable growth in near future **(FICCI-KPMG 2015)**, the employees' concerns are overlooked particularly in a situation where contractual employment has become a norm and job security is little **(Press Council of India, 2010)**.The industry is expected to have crossed 1 lakh crore worth according to the latest FICCI-KPMG annual report 2015.

Handling work place pressure can become a daunting and tricky task for employees. Certain organizational role stress studies conducted in the Indian context reveal that high stress levels, resulting from employee intra-organizational and extra-organizational interactions, is a grave problem in reducing satisfaction and motivation level of employees. Studies suggest that newspaper copy editors report a high level of emotional exhaustion and depersonalization than reporters. Nearly two fifths of editors also say they have a job-related health problem **(Chaturvedi, 2009).**

Organizations are so busy meeting their operational costs and safeguarding profitability, that well-being of employees has become a secondary concern. The cut throat competition has made performance inevitable while concerns like quality of work life of employees and their work place well-being has taken a back seat. However, the ambience provided at workplace can possibly make difference and eventually result in better productivity. Work-home conflict, along with several other organizational barometers, is a good way to map the conflict that an employee's work causes at his/her home, it could be due to odd working hours (which is true in the case of journalism) or other pressures like day-after-day performance, working on tight deadlines, etc.

Overview of Literature

Studies on Work-Home Conflict

Bacharach, Bamberger & Conley (1989) studied a sample of 215 nurses and 430 civil engineers to study the work-home conflict among these

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professionals and the mediating impact of role stress on burnout and satisfaction at work. This study focused on examining mediating role of work-home conflict among two groups of professionals in the context of a no-mediation/segmentation model. Alternative models examined were complete and partial mediation/spill-over models. The findings were in consonance with the partial mediation model compared to the other two models with respect to both groups of professionals. The results indicate the role conflict, regardless of the occupational group, serves as an important antecedent of work-home conflict and burnout.

Schieman, McBrier & Gundy (2003) interviewed 994 adult residents of metropolitan Toronto who were employed individuals to evaluate home-to-work conflict, work qualities and emotional distress. Depressive symptoms were measured using 20 items developed by the Centre for Epidemiological Studies (CES-D). The results reinforced the well-documented association between home-to-work conflict and psychological functioning. It was observed that work qualities can also affect emotional outcomes. Results indicated a positive relationship between home-to-work conflict, and both anxiety as well as depression are stronger when job autonomy is higher, the effects although are stronger in men. It was observed that jobs that involve boring and repetitive tasks might increase the risk for negative emotional experiences. Work-to-home conflict has a stronger effect on anxiety than home-to-work conflict. Work qualities and home-to-work conflict have synergistic effects on emotional qualities, it was found one interactive effect between work qualities and work-to-home conflict, which is positive relationship between work-to-home conflict and anxiety is stronger among men who hold jobs with greater routine structure. These findings indicate and support the argument that the effects of inter-role conflict on emotions vary according to the direction of spill over and the quality of work.

Bragger et al. (2005) studied the work-family conflict, work-family culture and organizational citizenship behavior among teachers Participants included 203 teachers from five schools in Northern New Jersey and New York and they were made to fill questionnaires on organizational commitment, job satisfaction and organizational citizenship behavior. Work-family culture was assessed using *Thompson et al.(1999)* measure of work-family culture comprising 21-items. Levels of work-family conflict were assessed using *Kelloway, Gottlieb &Barham's(1999)* 22-item scale that assessed both time and strain-based work interference with family (WIF) and family interference with work (FIW). Organizational citizenship behavior was assessed using *Podsakoff et al.(1990)* five-factor measure using 23 items. Organizational commitment was measured using *Meyer and Allen scale (1990),* while job satisfaction was measured using short form of Minnesota Satisfaction Questionnaire with 20 items developed by *Weiss, England and Lofquist (1967).* The study found strong relationship between work-home culture and Organizational citizenship behavior. The results also indicated a positive relation between work-family culture and organizational commitment among teachers.

Schieman & Glavin (2008) conducted a study on gender, flexibility at work and the work-home interface. Data was derived from 2002 National Study of Changing Workforce, a nationally representative sample of the U.S. labor force with a final sample of 2,671 individuals. Men reported higher levels of receiving work-related contact. There was no gender difference in levels of schedule control, men have a higher average level of job autonomy than women. The study contributed to, and, extended to three central themes of work-home interface literature (i) Work conditions that are typically viewed as resources-schedule control and job autonomy- are associated in different ways with work-home role blurring (ii) Association between work-home role blurring and work-to-home conflict varies differently across levels of schedule control and job autonomy (iii) Despite broad sociocultural changes in work and family life that are suggestive of egalitarian trends, several observations of the study vary for women and men. Since the border theory has been assumed a base for the study, the findings of the study challenge the idea of a weak border being necessarily more functional for individuals. The study concludes that work conditions, especially forms of flexibility, can generate negative consequences among those encouraged to be available 24X7. Therefore the observations of the study challenge researchers to consider the resourceful and stressful aspects of work conditions especially in relation to work-home interface and potentially different or similar ways that men and women experience these processes.

Theoretical Perspective

The job demand- job control model differentiates the two dimensions of work place, that is, the job demands and job decision latitude **(Karasek, 1979)**. Job demands are the overload demands put on an individual and job decision latitude refers to the employee's decision authority and his or her skill discretion. Karasek explained the model

though concept of passive and active jobs, jobs with low and high demands respectively. In the context of stress reactions, he stated that combination of high demands and low decision latitude in high strain jobs, people's health well-being suffered seriously.

Gaps in Literature

- Negligible research on the well-being of employees in media, work place issues and organizational problems in the Indian media industry are completely absent in research field
- A major gap in the existing literature is the applicability of time-tested organizational barometers in the context of Indian media industry like work-home conflict. Pressures of each profession could vary!
- Limited literature on the occupational relationship as a possible factor affecting other organizational barometers to evaluate the well-being of employees

Aims and objectives

1) To critically examine the **work-home conflict** among fashion and lifestyle journalists in the Indian media organizations across **age and gender.**

2) To examine the **work-home conflict** among fashion and lifestyle journalists in the Indian media organizations across **employment status and language of media.**

3) To analyze the **work-home conflict** among fashion and lifestyle journalists in the Indian media organizations across **length of service and position in the hierarchy.**

4) To recommend **suitable strategies** for handling work-home conflict among fashion and lifestyle journalists in Indian media organizations.

Hypotheses

- **Ho1:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists across different age groups.
- **Ho2:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists across gender difference.
- **Ho3:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the employment section status.
- **Ho4:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the language of media in which they are employed.
- **Ho5:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on their position in the hierarchy.
- **Ho6:** There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on their length of service.

Research Design

- An **analytical** research design was adopted for the study.
- **Methods of data collection-**E-mails to journalists in order to get questionnaires filled and personal visits in specific to substantiate it and ensure fairness and high accuracy in data collection.
- **Type of data-** Primary data was obtained through structured questionnaire from **40 fashion journalists** working in print media organizations. Personal visits were done to ensure accurate filling up of questionnaires. Professionals involved in fashion and lifestyle news reporting, editing, production and selection of news as a full-time employee with any media organization were considered as participants (journalists).
- **Research tools for data collection-**The study is a **quantitative assessment** of an organizational parameter- work-home conflict. For this purpose, permission has been sought from authors/publishers to use the following the standard scale whose validity and reliability has been assessed in the Indian context.
- **Research Tool -** Work-Home Conflict Scale by Bacharach et al., 1991
- **Work-Home Conflict Scale**

  Work-Home Conflict Scale is a 4 point Likert-type scale by Bacharach et al. assess the extent of conflict between work and home responsibilities. Work-home conflict is a form of inter role conflict in which the role pressures from the work and home domains are incompatible in some respects. This scale has been designed to check the degree to which a job disrupts and affects a person's life at home and attempts to incorporate a broad range of personal and social concerns for both

married and unmarried employees. Coefficient alpha for the measure is .77.

- **Methods of data collection-**E-mails to journalists in order to get questionnaires filled and personal visits in specific to substantiate it and ensure fairness and high accuracy in data collection.
- **Sampling Technique-** Purposive sampling technique was adopted.
- **Universe of the study-**The universe of the study comprised all fashion and lifestyle journalists working in print media organizations of Punjab, Haryana and Himachal Pradesh.
- **Operational definitions-** Following are a few key terms used in the study:

  Work-Home Conflict: Work-home conflict is defined as a form of inter-role conflict in which the role pressures from work and family (home) domains are mutually incompatible in some respect **(Greenhaus & Beutell, 1985**). The work-home conflict barometer taps the degree to which the job impacts upon the individual's life at home **(Bacharach et al., 1989).**

  Fashion and Lifestyle Journalists: Full-time journalists working with media organizations (print and non-print) in India (media professional engaged in news gathering, editing, production and decision-making process) including reporters, sub-editors, photojournalists, designers and editors responsible for news. Fashion and lifestyle journalists are mostly covering lifestyle, culture and fashion beat (a genre of news). In certain media organizations, fashion and lifestyle news is covered by a different segment/section altogether.

  Indian Media Industry: Most often grouped as the Media and Entertainment (M&E) industry in India. The study focusses on print and non-print media organizations in the form of newspapers, newsmagazines, fashion magazines, news-supplements, electronic channels, internet news portals and news agencies supplying fashion and lifestyle news.

Data Presentation & Analysis

Following is the tabular as well as graphical formulation of all demographic variables.

Table 1 (Demographic Details)

		Frequency	Percent
Gender	Male	32	78.0
	Female	9	22.0
Age	Less than 26 year	3	7.3
	26-35year	13	31.7
	36-45 year	13	31.7
	46-55 year	9	22.0
	56 year and above	3	7.3
Length of services	0-5 year	6	14.6
	6-10year	8	19.5
	10-15year	14	34.1
	15 and more year	13	31.7
Position in Hierarchy	Editor	6	14.6
	Reporter	12	29.3
	Sub-Editor	19	46.3
	Marketing and response sectional Professional	4	9.8
Language of media In which journalists are employed	English	4	9.8
	Hindi	35	85.4
	Other Vernacular language	2	4.9
Section in which employed (Employment Status)	News and Editor	36	87.8
	Marketing and other	5	12.2

Figure 1

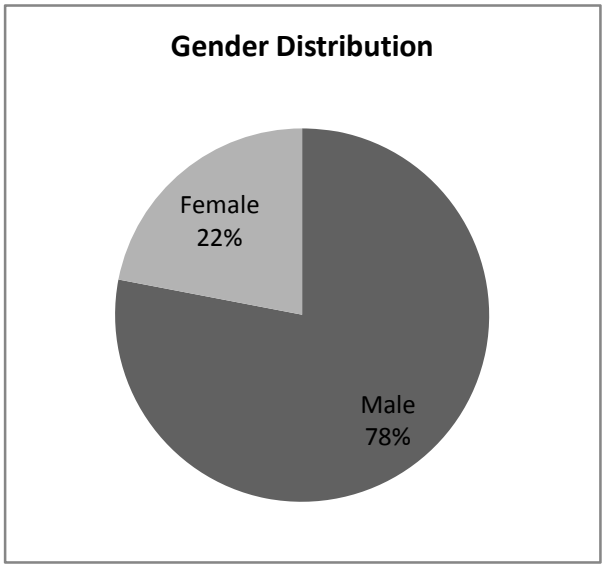

Figure 1.1

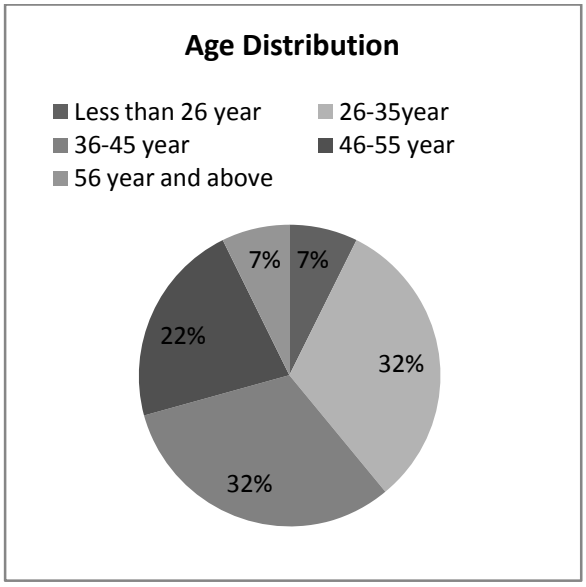

Figure 1.2

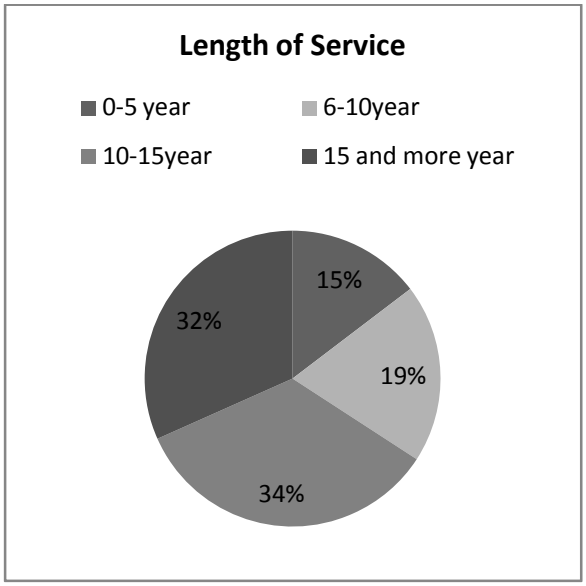

Figure 1.3

Figure 1.4

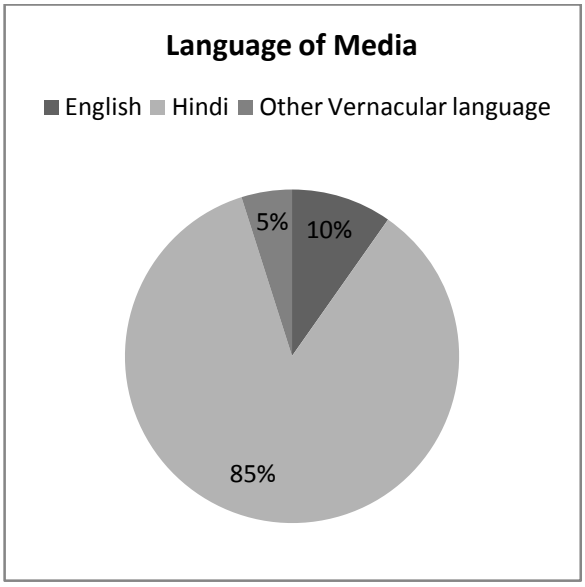

Table 2- Significance of Work-Home Conflict across demographics

	Gender	Mean	SD	F value	p value
Age	Less than 26 year	10.0	2.0	0.75	0.57
	26-35year	11.0	2.6		
	36-45 year	9.2	2.6		
	46-55 year	10.4	2.6		
	56 year and above	10.0	5.2		
Length of Service in Media	0-5 years	9.7	1.6	0.79	0.51
	6-10years	11.1	2.6		
	10-15years	9.4	2.8		
	15 years and more	10.5	3.2		

	Gender	Mean	SD	F value	p value
Position in Hierarchy	Editor	11.3	3.8	0.67	0.57
	Reporter	10.5	2.4		
	Sub-Editor	9.7	2.9		
	Marketing and Response Section Employees	9.5	1.0		
Language of Media	English	12.3	2.9	1.99	0.15
	Hindi	9.8	2.7		
	Other Vernacular language	12.0	0.0		

Table 3- Significance of Work-Home Conflict across two demographics proved substantial

	Gender	Mean	SD	t value	p value
Gender	Male	10.2	2.9	0.31	0.76
	Female	9.9	2.4		
Employment Section Status	News and Editor (Editorial Positions)	10.2	2.9	0.47	0.64
	Marketing and other (Non-Editorial Positions)	9.6	0.9		

The above table shows that the p-value or significance of gender and employment section is much higher compared to other parameters. This implies that work-home conflict is different for males and female journalists/ media professionals. Gender is one factor which affects the kind of pressure or conflict one takes from work to home. Whether one is employed in the editorial or non-editorial section of a media house also has a considerable impact on the work-home conflict. Media employees or professionals who belong to different age bracket, or position in the hierarchy, have different length of service or belong to different languages of medium do not have effect on their work-home conflict based on these parameters.

Table 4- Results

Hypotheses	Result
Ho1: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists across different **age** groups.	Proved *(implies true null value)*
Ho2: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists across **gender.**	Disproved
Ho3: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the **employment section status**.	Disproved
Ho4: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on the **language of media** in which they are employed.	Proved
Ho5: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on their **position in the hierarchy.**	Proved
Ho6: There is no significant difference in the perceived work-home conflict among fashion and lifestyle journalists based on their **length of service.**	Proved

Conclusions

- When it comes to age, position in hierarchy and language of media in which journalists are employed, there is a difference in their perception of work-home conflict. Age does have an impact on inter-role conflict and what work stress one carries home.
- **Gender** and **employment section status** are two factors whose variation does not have an impact on the work-home conflict of fashion journalists.
- This implies that male and female journalists do not have a variation in their work-home conflict perception. The positive or negative impact is similar for both.

- Employees in editorial and non-editorial sections of media do not have difference in their work-home conflict perceptions.

Recommendations

Human resource professionals of various media organizations need to speculate results from variables such as work-home conflict to map the exact stress, work-load and interference that the work has on personal life of journalists. Particularly in the case of fashion and lifestyle journalists, policy and measures in to be put in place to ensure that the work load, quality of work life is assured and work-pressure related factors do not lead to wrong and distorted portrayal of news or hinders ethics of journalism. Scores of organizations in the world have already realized the importance of keeping employees happy and emotionally healthy. A major reason for this is better productivity and outcome. Organizations do demand results and a direct influence of work-home conflict, among other organizational barometers, could be on the productivity and efficiency of the employees.

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